

LIFE



CAT'S PLAYMATE

SEPTEMBER 23, 1946

15 CENTS

YEARLY SUBSCRIPTION \$5.50

SUPPOSE YOU WERE A TRAFFIC COP

which drivers would you ticket?

Police departments all over the nation are doing everything they can to promote safe driving and prevent accidents. If you were a policeman, to which of the drivers illustrated would you be likely to hand a summons? Here's a hint—in the ten pictures there are eight flagrant violations of law and common sense. (If you can't spot all eight in a minute or two we suggest you send for the free booklet, "Professional Driving," offered at the bottom of this page.)



Here's what "the law" would do:

- 1 He gets a ticket—for pulling away from the curb without giving a hand signal.
- 2 Tell it to the judge, mister. Cutting over the center line to the inside of a curve is dangerous business.
- 3 Another ticket—for the driver of the sedan who is making an improper turn. He's making a right turn from the middle of the road, cutting off the truck.
- 4 Nothing wrong here. The chap who's been unlucky enough to have a flat tire has pulled off the road—and out of the way—to change it. That's a smart thing to do on a busy road or parkway.
- 5 Pull over, mister! That's a one-way street, and you're going the wrong way.
- 6 Guilty! He gets a ticket for passing a trolley that's discharging passengers.
- 7 If you catch this one, you're really got sharp eyes. There's nothing wrong with this driver filling up at the Ethyl pump (note the emblem). In fact, high quality gasoline in a properly tuned engine makes for a more responsive—therefore a safer—car. But there's no license plate on the car, and that's good for a summons the minute he pulls onto the public highway.
- 8 Ticket this driver for stopping on the cross walk! What's more, that skid mark from only one wheel indicates he's probably driving with defective brakes.
- 9 Passing on a hill—a dangerous practice that earns the driver of the coupe a summons.
- 10 Nothing wrong here. In fact, turning the wheels into the curb while parked on a hill is a good, sensible practice.

Ethyl Corporation
Post Office Box 205, New York 8, N. Y.
Please send me a free copy of "Professional Driving."

Name _____ (PLEASE PRINT)

Address _____

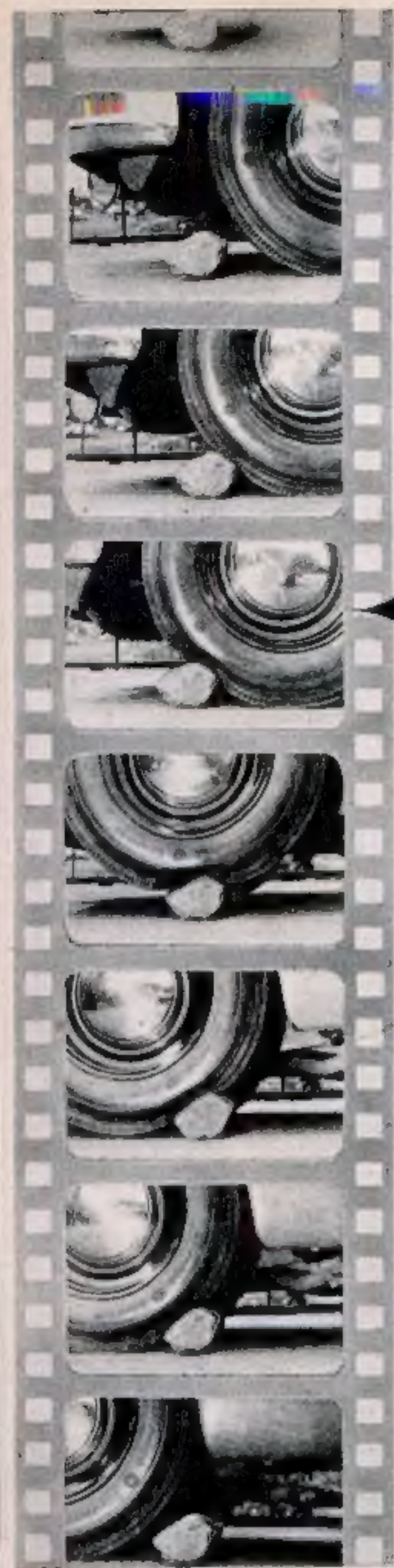
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LOOK FOR THE
ETHYL TRADEMARK



FREE 72-PAGE BOOK, "PROFESSIONAL DRIVING"

is packed with information of value to car-owners. Written and illustrated by experts. Typical chapter headings: "How to Control a Skid," "Driving Needn't be Tiring," "Driving Tips for City Traffic." Offered free to all car owners by ETHYL.



STRONGER BODY HELPS THIS NEW TIRE OUTWEAR PREWAR TIRES

You can order these better tires for your car now

NO SENSIBLE DRIVER would deliberately run his tires over a rock like the one in the picture. But sometimes it can't be helped . . . and that's when you will be glad if you have the new B. F. Goodrich tires.

The tire body is 35% stronger than in wartime tires. It is built with more cords and stronger cords and better engineered. It was developed primarily to enable it to carry a wider, flatter tread. Although such a tread gives

longer wear, it is not practical on an ordinary tire because of the strains that it would set up in the tire body. Thus, in developing a stronger tire body to carry a more durable tread, B. F. Goodrich engineers at the same time built into it greater resistance to "road shock."

How does the B. F. Goodrich combination of longer-wearing tread and stronger body stand up on the road? In comparative tests, the new B. F. Goodrich Silvertowns have again and

again outworn prewar tires. And in millions of miles of test driving on taxi fleets, police cars, and special test cars they have proved their extra toughness and durability. Now, on the cars of thousands of American motorists, they are giving extra mileage, extra safety, extra trouble-free service.

You can order these better tires for your car now. There's extra demand for B. F. Goodrich, but if you need tires, see your B. F. Goodrich dealer today. He may have your size in stock, but if he doesn't, he'll keep you rolling somehow until they come in. The B. F. Goodrich Company, Akron, Ohio.

B.F. Goodrich

FIRST IN RUBBER

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A-O Cool-Ray SUN GLASSES

The smart style shown here, \$3.50. Others, \$1.95 and up.



Modern-designed, scientifically made, they keep your eyes in the "Safety Zone"

A-O Cool-Ray Sun Glasses, unlike inferior types, absorb both ultra-violet (sunburn) and infra-red (heat) rays, while admitting plenty of "seeing light" and providing the eyes with a "Safety Zone" in which they remain cool and comfortable.

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COMPANY

World's largest makers of ophthalmic materials



LIFE'S REPORTS



KABUL, capital of Afghanistan, is still a city of mud-walled buildings. But the Afghan government plans to modernize it during a new development plan.

AFGHANS GO AMERICAN

They are adopting U.S. clothes and customs

by DAVID RICHARDSON

KABUL, AFGHANISTAN

Only 125 Americans have journeyed into this remote and lonely mountain kingdom in its entire history and two thirds of them arrived within the last three years. Yet a visitor to this Asiatic monarchy of 12,000,000 people, sandwiched between Russia and India, finds that the Americans have had an influence far out of proportion to their numbers.

In Afghanistan's gravel streets and along its bumpy highways, every bus, truck and car is American-made. In the bustling bazaars of Kabul, which date back to the invasions of Genghis Khan, you can buy American cigarets, shaving cream, toothpaste, toilet paper, razor blades and face lotion. In the country's only movie theater, the dingy Kabul Cinema, the favorite stars are Maria Montez and Jon Hall, who most recently appeared in *Cobra Woman* and *Arabian Nights*, Johnny Weissmuller as Tarzan and Dorothy Lamour in a sarong.

Kabul's young men about town, many of them barefooted and karakul-capped, deck themselves out in drape suits and topcoats bearing such American labels as Howard, Crawford and Hart Schaffner & Marx. Recently Prime Minister Shah Mahmud Khan Ghazi, who has a son at Harvard, tossed out the opening ball at the first native baseball game in Afghan history. And an important feature of the young King Mohamed Zaher Shah's annual speech to the national assembly this summer was the announcement that an American construction company had been awarded a contract to take over a major part of Afghanistan's public-works program.

The three dozen Americans in this country today — engineers, foreign-service men and two schoolteachers—who are mainly responsible for such developments are a relatively prosaic lot compared to the assortment of U.S. characters who preceded them. Among the earlier arrivals were explorers, adventure writers, soldiers of fortune, prospectors, a coin collector and a Chicago oil speculator fleeing from swindled stockholders.

The first American to venture into this strange and at that time dangerous land was a physician from Pennsylvania named Harlan. He arrived by horseback in 1837 after sailing to India and then became a general in the Afghan army. He was so impressed with the camel-borne fighting tribesmen that when he returned home following the Mexican War he persuaded Jefferson Davis, then U.S. Secretary of War, to import some camels for a camel corps. But the corps never was formed.

Twelve hours before the Japs struck at Pearl Harbor, Major Gordon Enders of the A.U.S. arrived in the Afghan capital to serve as the first American military attaché to the Afghan government.

CONTINUED ON PAGE 4



A great picture—but do you know why?

The magnificent side-lighting has much to do with the greatness of this picture.

The depth of field, sharpness of detail, and many nuances of tone add to its effectiveness.

And of course, the *wide latitude* Ansco Film was a big help in getting results like this.

For this *wide latitude* means an *extra margin of safety* in exposure on Ansco Films. It means you can take pictures under trying, difficult conditions of lighting with far more chance of success.

Naturally, you should try to get shutter and diaphragm setting exactly right. But if you *do* guess wrong, Ansco's wide latitude helps cover your errors...helps give you the best possible results.

Even early in the morning or late in the afternoon! *Ansco, Binghamton, New York.* A Division of General Aniline & Film Corporation. General Sales Offices, 11 West 42nd Street, New York 18, N. Y.

PHOTO TIPS

Don't miss the fun of indoor photography. All you need are a few inexpensive floodlights, your camera, and a roll of Ansco Superpan Press film. Simple instructions for indoor pictures enclosed with each roll of film.

Make it a habit to wind your film immediately after every shot, thus avoiding the possibility of double exposure.



The f4.5 Ansco Speedex—coming soon



ASK FOR *Ansco* FILM & CAMERAS

This One



Y71H-5NT-7R50



not just nylons...but
Cannon Nylons!

GREATEST FLATTERERS of all nylons...Cannon Nylon Stockings! Made by Cannon Mills, and that means extra loveliness. Machine-tested to guard against flaws. And for protection, each filmy pair is sealed in a new, purse-size Cannon Handy Pack. Quantities are still limited, but ask for full-fashioned Cannon Nylons at your favorite store.



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CANNON MILLS, INC. ★ Makers of Cannon Towels, Sheets, Blankets



KING Mohamed Zaher Shah, 32, selects cloth for new Western suit.

LIFE'S REPORTS CONTINUED

An adroit showman, Enders put himself in solidly with the Afghans by driving a jeep up the palace steps to present it as a gift to the war minister.

American influence in Afghanistan really dates from the spring of 1942, when the Stars and Stripes was unfurled over the first American legation. The war had cut off neutral Afghanistan's supply lines and left the country in desperate need of many essential goods. Within a year hundreds of bright new American trucks and buses streamed in from India, loaded with medicines and supplies. Ever since, these vehicles have been the country's chief means of freight and passenger transport. Although larger than France, Afghanistan has not a single railroad, airline or navigable body of water. Before the U.S. trucks arrived, camel and donkey caravans were the fastest form of popular transportation.

Last year these trucks hauled \$31,000,000 worth of karakul skins through the Khyber Pass to India, destined for delivery in New York City. These finely curled luxury furs come from a rare breed of mountain sheep, hundreds of thousands of which were driven into Afghanistan by Turkomans fleeing during the Russian revolution in 1917. Today the fur sent America alone represents more than two thirds of Afghanistan's annual exports.

Afghanistan looks to the U.S. more than to any other country for technical assistance in the immediate future. And its high government officials do not hesitate to tell the reasons why. "First of all," explains one of them, "America, technologically, is the greatest nation in the world.

Now
you can own
a quality
pen with all
this...for only
\$350



14 KARAT GOLD POINT (Extra large for strength)



IRIDIUM TIPPED — for smoother writing and longer wear



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Yours for years!

And...every pen is backed by the Venus Guarantee

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— by the makers of the famous VENUS Pencils

AMERICAN PENCIL COMPANY

CONTINUED ON PAGE 6

No matter what hand cream or lotion
you've ever tried...

Just wait until you use Sofskin!

Hands that are lovelier to touch...

lovelier to look at, may be yours—now! Smoother! Softer! Whiter! Hands unmarred by unnatural roughness, redness, or crepe-paper skin.

Do what so many leading hand-care beauty experts recommend—



Give your hands this special Beauty Massage,

So simple, so quick... yet so wonderfully effective! Massage Sofskin on the cuticle around the nails... down along the fingers... over the knuckles... on back of hands, palms and wrists. Then, a transformation!... made excitingly possible because Sofskin has a special mollescent action. It works right into the surface skin of the hands. Conditions and beautifies.

Cream 3 to 1 favorite

In a nation-wide survey 51,170 leading beauticians were asked: "What do you advise for the proper care of hands?" Thousands upon thousands replied... "We prefer cream!" they said... 3 to 1. And among all hand creams, Sofskin was the outstanding favorite!

When you see what Sofskin does for your hands, you'll know why it's far and away the most popular hand preparation among these beauty experts. Go to your favorite drug or cosmetic counter and get a jar of Sofskin... this very day!

After your first "Sofskin" beauty massage—

FEEL how much smoother, softer your hands are... not greasy, not sticky!

SEE how much whiter, more youthful looking your hands are!

NOTICE how smooth and pliant the cuticle is!



No matter what hand cream
or lotion you've ever tried...

Just wait
until you use
Sofskin!
CREME

For Lovelier Hands and Skin



Women in love know how to delight a man with the touch of softer, smoother "Sofskin" hands.



Hips aren't your big problem, Honey!

YOU CAN TAKE your hips right off your mind, Angel. For no one finds fault with your figure!

But you'd be smart to exercise a little more care about personal charm. Being streamlined, you know, won't protect you against *underarm odor*. Or lessen the offense when others find you guilty.

So keep on trusting your bath—for *past perspiration*. But put your trust in

Mum to prevent risk of *future underarm odor*.

Creamy, snowy-white Mum smooths on in 30 seconds. Keeps you fresh and free from underarm odor all day or evening. Helps you stay nice to be near.

Mum is gentle—is harmless to skin and fabrics. Won't dry out in the jar or form irritating crystals. So why take chances when you can be *sure* with Mum? Ask for it today.

For Sanitary Nappies — Mum is gentle, safe, dependable... ideal for this use, too.



Mum

TAKES THE ODOR OUT OF PERSPIRATION

LIFE'S REPORTS CONTINUED

And second, unlike the other great powers, you have no ax to grind in this part of the world. We have never quite forgotten the three bloody wars we had to fight with Britain before gaining our independence. And even though our present relations with Russia are excellent, we cannot help but feel a certain uneasiness about the way she has treated our close neighbor Iran."

For the past few years an American named John B. Alexander from Portland, Ore. has been chief engineer of Afghanistan's public-works department. Two American radio experts, an American telephone engineer and other specialists have arrived from the U.S. But the number of such men who have come or are expected from America in individual capacities is infinitesimal compared to the number of those who will arrive within the coming year to work on the biggest construction project ever planned here.

One day not long ago two 1946 Fords with Idaho license plates appeared on Kabul's streets. They belonged to the advance party of engineers from the Morrison-Knudson Company of Boise, Idaho. This firm, one of the largest engineering construction outfits in the world, has been brought here under a \$16,000,000 contract to embark on a four-year program of building roads, dams, irrigation projects, bridges, airfields and hydro-electric plants. This program includes the harnessing of both of Afghanistan's mightiest rivers, the Helmand and the Kabul. More than 150 Americans will be brought here by Morrison-Knudson to train and superintend Afghan construction parties.

If this new influx of Americans has a great Westernizing effect on Afghanistan's awakening populace, the few dozen Americans who are here now will have prepared the way. As far as Kabul's kids are concerned, the best-known member of the American colony is J. Robert Fluker of Clay Center, Kan., an ex-Kansas University football star who teaches mathematics at Habi-biyah College during school hours and baseball and boxing afterward. He coached both teams that played the first public baseball game in Afghan history at the recent Jash'n Istiklal celebration marking the 27th year of the final withdrawal of British military power. Kilted Afghan bagpipers squealed away on one base line while frenzied folk



Your lips feel 10 years younger

Young and old find 'CHAP STICK' the friendly lip balm for lips chapped by wind and weather. It's specially medicated, specially soothing. 'CHAP STICK' for everyone in the house



Educated Lips

"I'm back at college. I've tossed aside my Army kit—but little old 'CHAP STICK' is still my buddy for wind-chapped lips."

'CHAP STICK' for chapped, cracked lips



Mister, watch those lips

OK—you love the great outdoors—but don't let cracked, sore lips spoil your fun. Use 'CHAP STICK'—handy, soothing, specially medicated. 'CHAP STICK' for outdoor lips

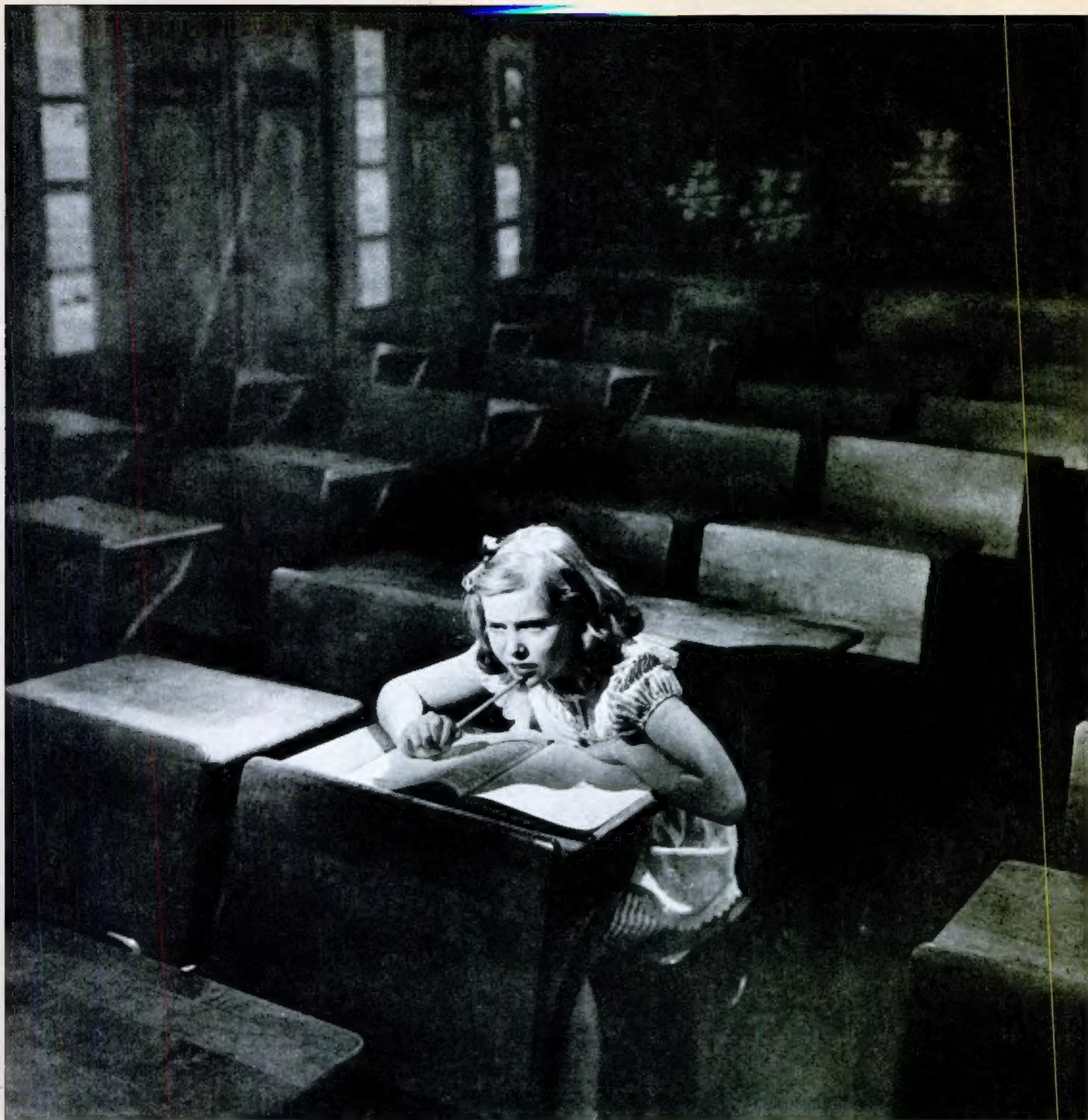
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Sportsmen and young and old who love outdoors find 'CHAP STICK' the swift, sure comforter for chapped, cracked, dehydrated lips.

Handy, easy to apply. Soothes quickly, lastingly. Takes but little room in bathroom cabinet or pocket. Buy a personal 'CHAP STICK' for everyone in the house.



CONTINUED ON PAGE 2



Copyright 1946, Better Vision Institute, Inc.

Little Lady in the Dark

Young eyes, groping in a "fog"; weary, worried eyes peering vainly at the blackboard, straining desperately over books . . . Helpless, tear-filled eyes! Unhappy little lady, trying so hard to learn her lessons so that Mummy and Daddy can be proud of her . . . so bewildered and ashamed at having to stay after school again!

But always the fuzzy words and pictures! . . . the blurring and fading! Always the struggle to *see clearly*—and cruel frustration!

"*Why doesn't someone understand?*" . . . Mother—or Dad—that "someone" must be *you*! Nothing in the world is more precious

than good vision. And because seeing ability influences 83% of all learning, there can be no greater handicap to your child than imperfect eyesight.

That is why there are untold benefits in the scientific knowledge and training of the Ophthalmologist and Optometrist and in the technical skills of the Ophthalmic Dispenser (Optician).

These professional specialists can take every "little lady" out of the dark and into the light of unclouded, flawless vision . . . back on the main road to learning and a future bright with promise.



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EARLY AMERICAN

Old Spice Shave Mug

Eight to twelve months' supply of free-lathering Old Spice Shaving Soap. The simple, sensible way to shaving comfort.

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EARLY AMERICAN

Old Spice Refill

Slips easily into your Old Spice mug to give you another 8 to 12 months' supply of this fine quality Shaving Soap.

65¢

Each a Shulton Original

SHULTON, Rockefeller Center, New York

LIFE'S REPORTS CONTINUED

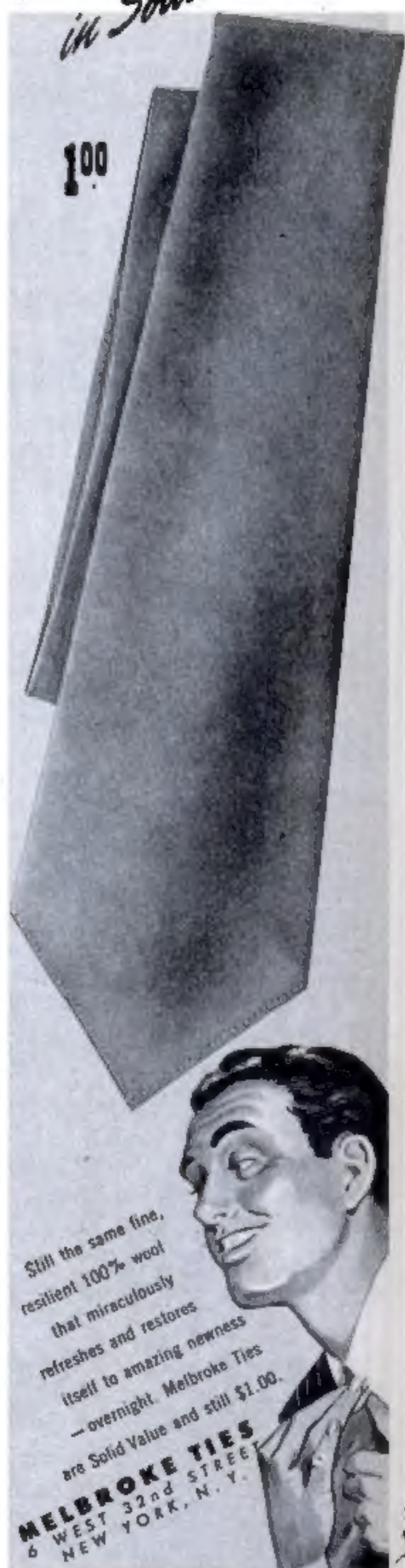
dancers whirled on the other. This so flustered the players, already jittery at playing before the entire Afghan cabinet and foreign diplomatic colony, that they made errors galore—so many, in fact, that the equally flustered scorekeeper lost count. Nevertheless Flucker was heartened by basketball's debut and hopes to introduce basketball and football eventually.

No one ever sees an Afghan woman's face on a Kabul street because of strict adherence to the Mohammedan custom of purdah, which demands complete covering of all of a woman's flesh except the area around the eyes. But recently one or two alert American observers have reported glimpsing silk stockings, print dresses and high-heeled shoes when the wind has lifted the hem of purdah robes. That a few of the upper-class Afghan women wear Western dress in the privacy of their homes is acknowledged by the few American women in town who have been privileged to visit them. Among the Persian hieroglyphics in the two daily Kabul newspapers, any members of the American colony who do not read Persian can recognize but one section: a small but alluring illustrated advertisement for a popular American lipstick.

Those lucky enough to be honored with invitations to Prime Minister Shah Mahmud Khan's home say he has a fine new automatic record player which he loves to play by the hour. Some of his favorite records feature such non-Afghan music as *Of Man River*, Negro spirituals, the compositions of George Gershwin and a few of the dreamier dance classics by well-known American bands.

When U. S. Minister Ely Palmer invited acting Education Minister Najibullah Khan Torwayana over to the American legation recently for the evening, with several members of the American colony, one of the games they demonstrated was Michigan. The Afghan educator was fascinated and soon was teaching it to other government officials. Then one day he had a telephone call from the king. "Najibullah," His Majesty ordered, "I desire the pleasure of your presence at the palace this evening. I want to learn how to play this new game called Michigan." It has been one of the most popular diversions in Afghanistan ever since.

Solid Value!
MELBROKE
TIES
in Solid Colors



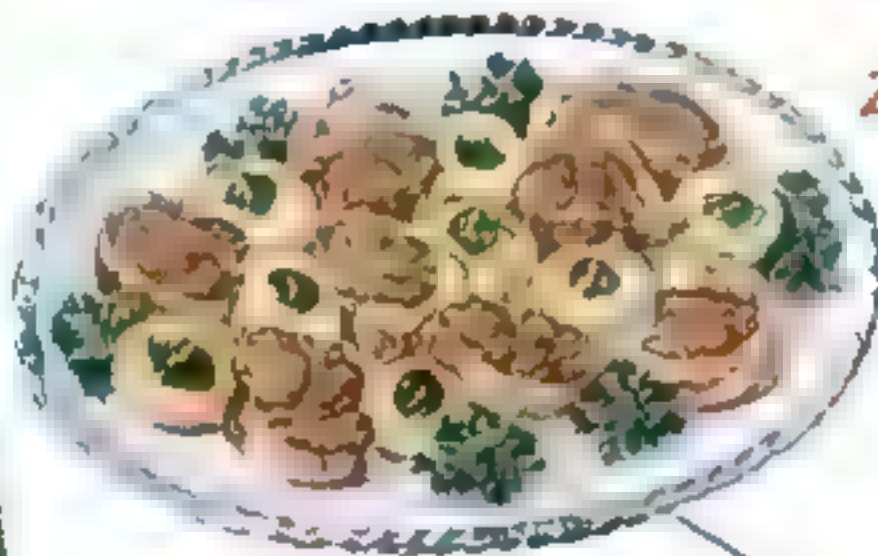
Enjoy better eating! Faster cooking!

YOU don't have to be an experienced cook to turn out superb meals in a hurry *these* days! The new Hotpoint Automatic Electric Range takes guesswork and gamble out of cooking. Broiling, baking and top-of-stove cooking are so accurately controlled you get grand, uniformly dependable and delicious results every time. And the Hotpoint Electric Range cooks entire meals *automatically*, whether you're at home or away. ● ● See this new Hotpoint Electric Range—product of 40 years' experience—at your dealer's before you buy any new range. Let him explain how easily it will bring *you* the convenience of faster cooking—your family the pleasure of *better* eating!



1. AUTOMATIC HEAT!

Juicy, tender roast beef, automatically cooked just the way you like it, is yours every time in the Hotpoint oven. Just set the automatic timer clock to turn heat on and off. There's no watching! Or you can cook *automatically*—at one time—a delicious five-dish oven meal, including dessert, for eight persons.



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Fast-starting Hotpoint Calrod® cooking units provide the exact heat required for every cooking operation—the same amount of heat every time. Cooking pancakes brilliant demonstrates Hotpoint's even heat distribution. Each pancake is cooked uniformly through-and-through to the same delectable golden brown.

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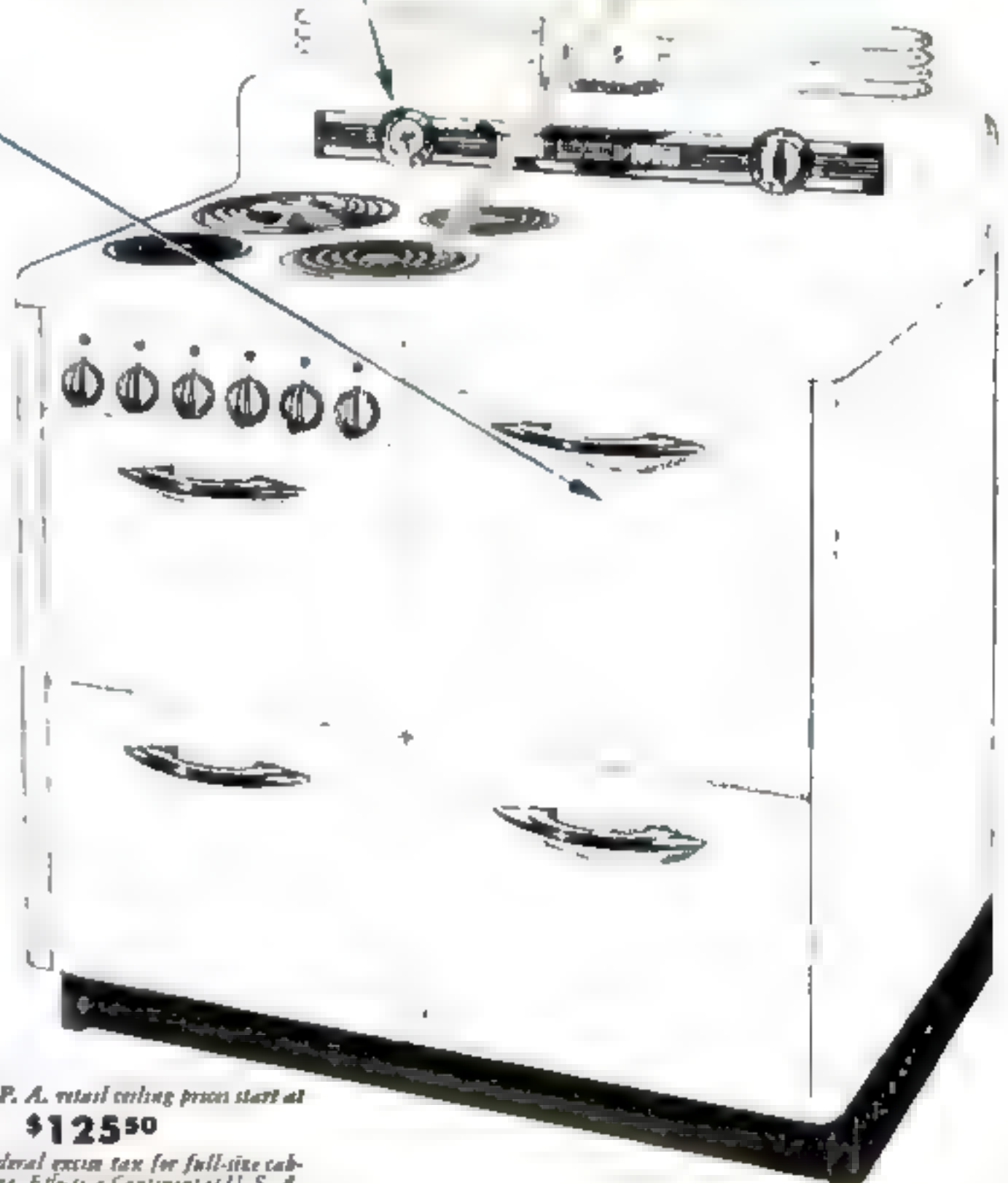
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CHECK THESE ADDITIONAL OUTSTANDING FEATURES!

- 39" wide, 45" high (including lamps), 26½" deep. Cooking top, 36" from floor.
- Large warming compartment keeps food and dishes hot.
- Time-Measure—bell chime for timing all cooking operations up to sixty minutes.
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FOOD STORAGE AND MIXING CENTER with the new Hotpoint Electric Refrigerator near outer door.



DISHWASHING CENTER with Hotpoint Automatic Electric Dishwasher Sink and Electric Disposal.*

*Reg. U. S. Patent Office

Hotpoint

40 YEARS' EXPERIENCE

DEPENDABILITY ASSURED BY 40 YEARS EXPERIENCE

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The way it fits means

Cleaner Teeth!

CORRECT DESIGN in your toothbrush makes it easier to clean *all* your teeth better! So millions use only a Dr. West's Miracle-Tuft. No other toothbrush so well *fits* the job of making teeth sparkling clean. That's because the Miracle-Tuft is a precision instrument. It curves *two* ways to fit your mouth precisely. That exclusive "EXTON" brand bristling makes a clean sweep of *all* surfaces—inside, outside, in between and on top. Food particles are cleared away and those springy Miracle-Tufts give tooth enamel a high-luster polish. In addition, each Dr. West's Miracle-Tuft Toothbrush is sealed in glass for extra protection and guaranteed for a year. So for a smile that sparkles brighter use this toothbrush that's correctly designed to clean *all* your teeth better. Get a Dr. West's Miracle-Tuft today.



A Precision Instrument

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Wunderhose stockings come in so many styles that everyone is pleased—mother, big sister, little sister and brother, as well as the infants! For the ladies, their choice of tailored, no seam or full fashioned hose; for teen-agers, specially styled stockings for youthful and slender legs; for mother and all the children, a variety of anklets in all the popular colors.

Wunderhose stockings for the whole family are sold in stores only. Supplies are still limited, but are constantly being replenished. If your favorite shop doesn't have them all the time, please be patient.



Wunderhose

SAME STYLES IN
EVERWEAR and ARROWHEAD
RICHMOND HOSIERY MILLS, ROSSVILLE, GA.

THE NEATEST TRICK IN SWEATERS...

"Imps," the only new and original sweater blouse, hand-screened designs. All wool and only about \$7.
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Rudy the dachshund trots determinedly through a doorway in his Mexico City home to wrestle with Trudy the cat (pp. 12-13).

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W. S. How, Boston: Jeff White, David

Zettlin, Denver: Barron Reshwar, Detroit:

Fred Collins, San Antonio: Roland Mc-

Combs, San Francisco: Fritz Goodwin,

Martin O'Neill, Seattle: Sidney Copeland,

FOREIGN: Charles Christian Wertenbaker

(Chief of Correspondents), Fillmore Cal-

houn, Eleanor Welch, Bureau Heads: Her in

John Scott, Cairo: Harry Zinner, Lohman

John Osborn, Mexico City: W. W. John-

son, Moscow: Craig Thompson, Pacific

Robert Sterrod, Rio de Janeiro: Donald

Newton, Shanghai: Wm. P. Gray, Corres-

pondents: Berlin: Lewis F. Gittler, London:

John W. Boyle, Monica Owen, Eleanor

Raessale, Elizabeth Reeve, Paris: Elmer

Lower, Barbara O'Connor, Rosemarie Red-

lich

PUBLISHER

Andrew Heiskell

ADVERTISING DIRECTOR

Shepard Spink



7 OUT OF 10 TISSUE USERS SAY

**"Of all brands
I like Kleenex
best"**



Now!
MORE KLEENEX
being made than ever before.
So keep asking for it!

One tissue stands far ahead of all other brands in public preference...and that one tissue is Kleenex!

In a certified nation-wide poll of thousands of tissue users, 7 out of every 10 went on record to say: "Of all tissues, I like Kleenex best!"

7 out of 10. Such overwhelming preference shows there must be a real difference between Kleenex Tissues and other brands. A special process used only for Kleenex keeps this tissue luxuriously soft, dependably strong. That's why others can't be "just like Kleenex."

And only Kleenex of all tissues gives you the handy Serv-a-Tissue Box. Yes, only with Kleenex can you pull a tissue and have the next one pop up ready for use.

So keep asking for Kleenex—America's favorite tissue. Each and every month there'll be more and more Kleenex Tissues for you.

**There's only
one Kleenex***
AMERICA'S FAVORITE TISSUE

*T. M. Reg. U. S. Pat. Off.



SAFE FOR MOMENT UNDER CHAIR, RUDY WAITS APPREHENSIVELY FOR ANOTHER ATTACK BY TRUDY, THE PANAMANIAN DIVE BOMBER

SPEAKING OF PICTURES...

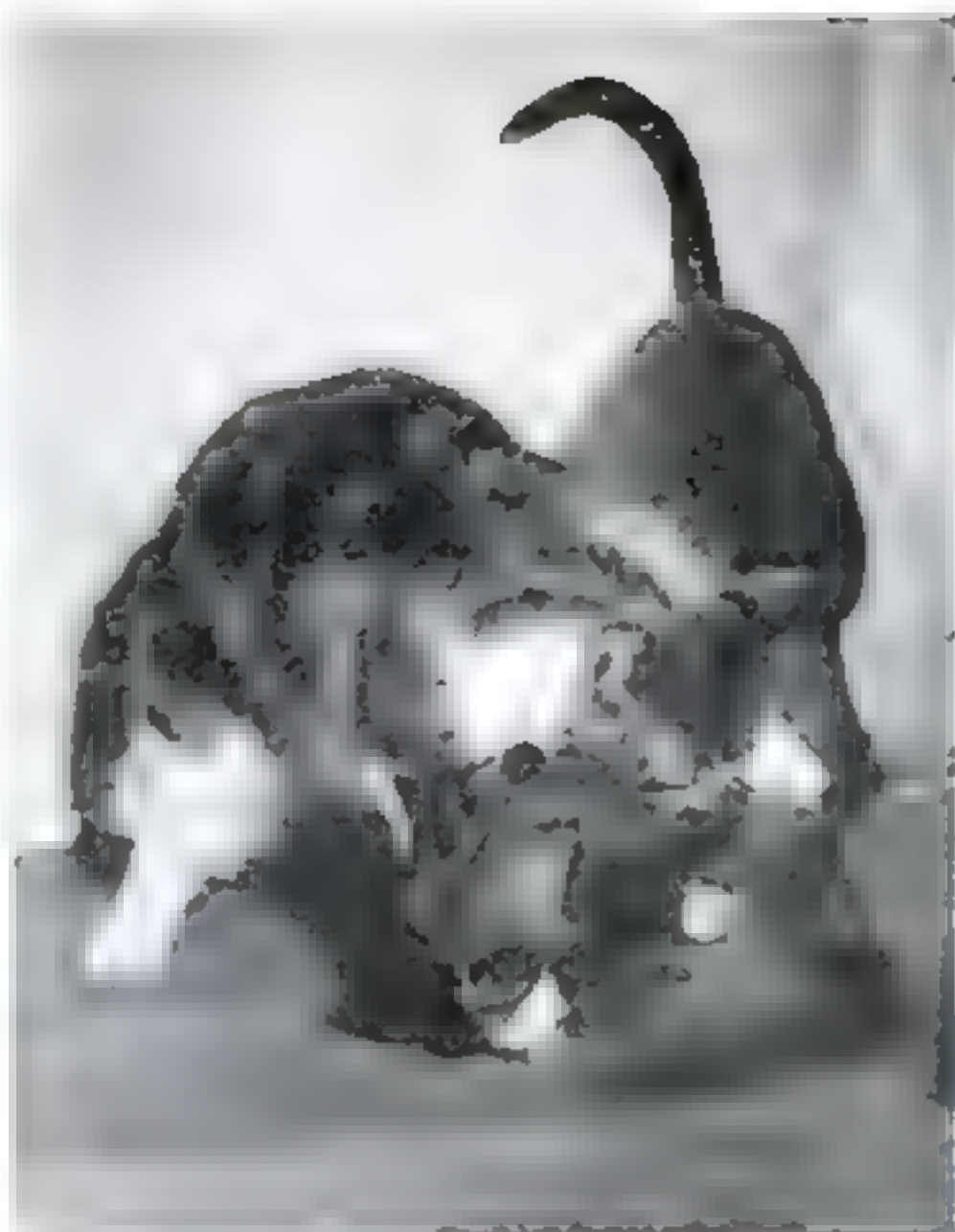
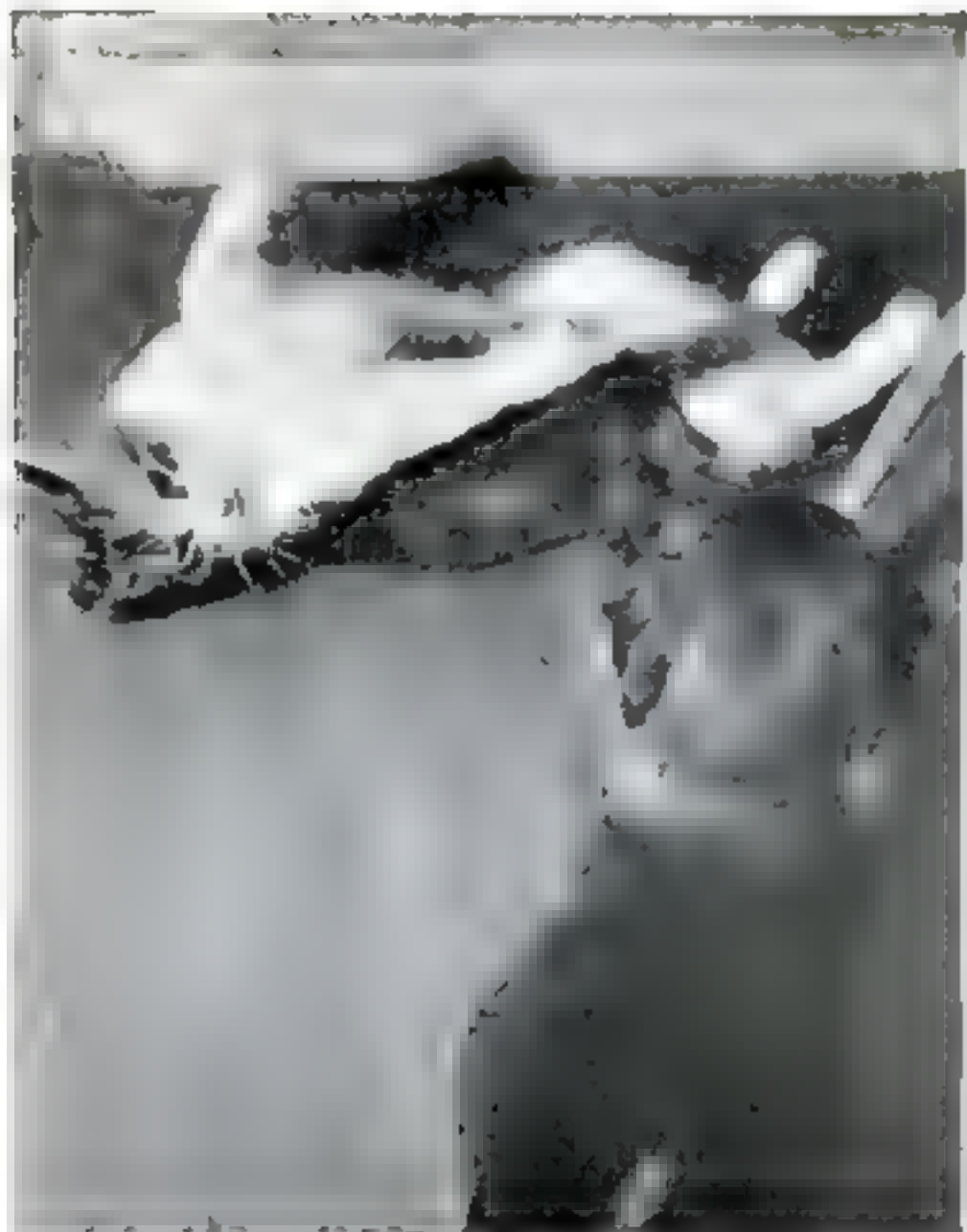
... MEXICAN DACHSHUND ROUGHHOUSES WITH PANAMANIAN CAT

The cat and the dog shown in these pictures are the principals in an amiable guerrilla warfare that has been waged for six months on the dizzy peaks and in the narrow passes of a house in Mexico City. The contestants are strangely matched. Trudy is an alley cat picked up in Panama City four years ago by Photographer Edward Lawson. She was monarch of

all she surveyed until six months ago when Lawson came home with a newly purchased dachshund puppy named Rudy under his arm.

Rudy promptly challenged Trudy, but soon hostilities changed to friend-lip. They found they had the same consuming love for roughhouse. They start early in the morning, scamper, growling, shad-

owboxing, rolling, sliding on rugs and falling off furniture, in an endless skirmish which is interrupted only when they stop to eat or sleep or when Rudy goes off by himself for a bit of bed jumping (see p. 15). Trudy is too lithe and swift for Rudy but she tolerantly allows him, with his preposterous legs and inexhaustible energy, to think he is her equal.



TRUDY ROLLS OVER TO INVITE ROUGHHOUSE. CLAMPS HALF NELSON ON RUDY THE INSTANT HE CHARGES. HE ELBOWS HER OFF CHAIR



ON SECOND CHAIR SHE AGAIN TIES HIM UP. HE DECIDES TO BOX, FEINTS WITH NOSE, BUT TRUDY SCORES WITH STIFF RIGHT TO JAW



RUDY RETIRES TO FUR RUG TO CHASE TAIL, PURSUES IT UNSUCCESSFULLY TO LEFT UNTIL HE REMEMBERS HE IS A CLOCKWISE DOG

Good News for over 4,000,000 Schick Owners

*Users of all models
of Schick Electric Shavers—
old and new—are
cheering the New Shaverest—
the automatic wall holder
for Schick Shavers*

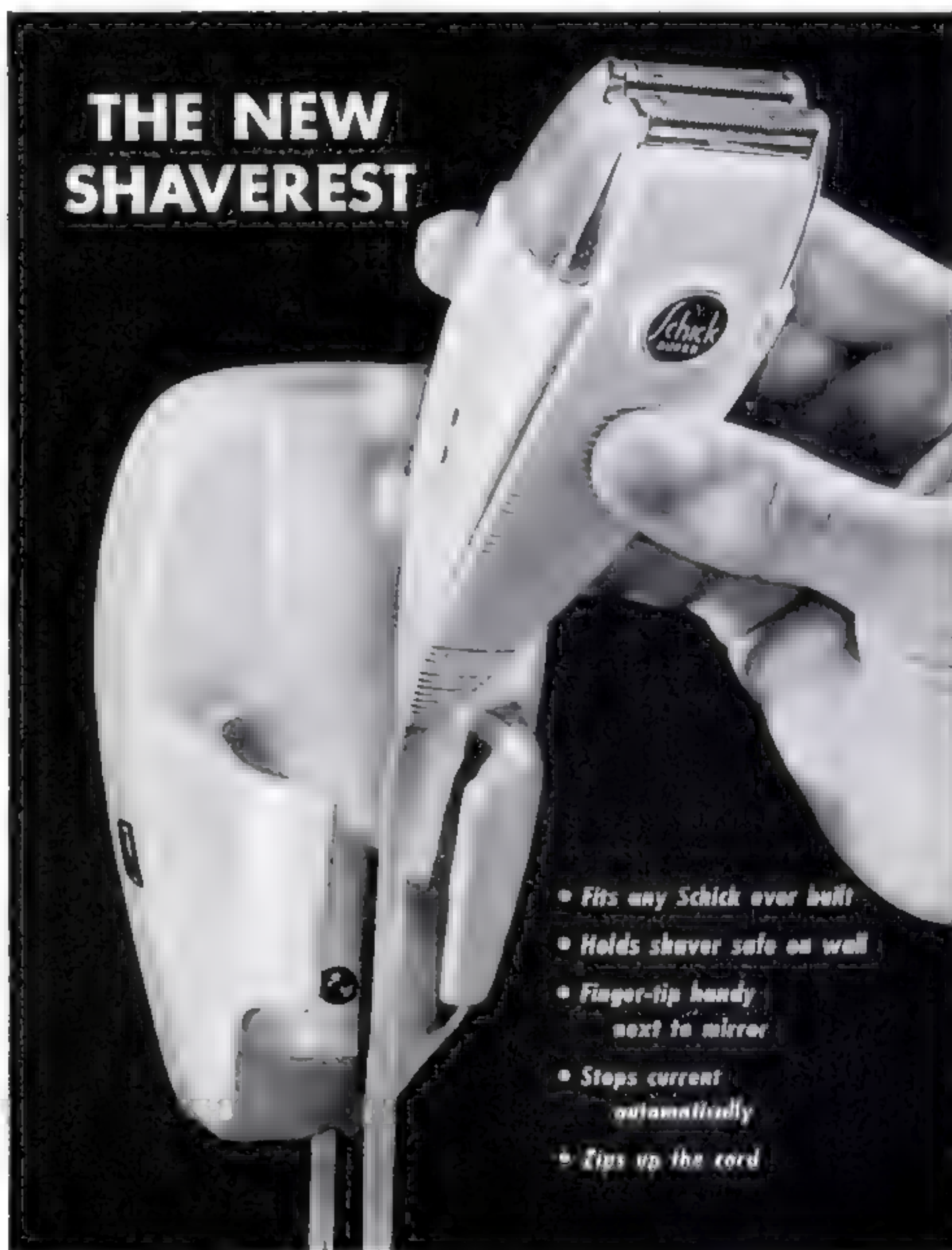
WE knew they were an enthusiastic clan—these Schick owners—men who knew a good thing when they saw it. Even so, we weren't quite prepared for the acclaim that greeted Shaverest. Only last June it went on sale. Already owners everywhere are telling us it's "the Slickest Trick Since the First Schick."

But be your own judge. Let your dealer show you the Shaverest. Or see it at your nearest Schick Service Station.

To any Schick user Shaverest probably will sell itself on sight. If you don't use a Schick it's worth seeing. Teamed up with a new Schick Shaver it offers you shaving speed, comfort and convenience such as you've never known in the daily grapple with that night-blooming beard of yours.
SCHICK INCORPORATED, STAMFORD, CONN.

NOTE to Retailers:

Many of your regular customers are Schick Shaver owners. Do them a favor. Call their attention to Shaverest. If you haven't stocked it yet your distributor can supply you.



Shaverest® Trademark Schick Inc.

SCHICK *Electric* **SHAVER**
AND SHAVEREST

SPEAKING OF PICTURES

CONTINUED



BED JUMPING a few hundred times a day is Rudy's substitute for road-work. His pure classic style could serve as a model for all canine bed jumpers.



RUDY GULPS LUNCH, DOESN'T DARE MUSCLE IN ON TRUDY



If It's Kissin' You're Missin'...

Remember—



Colgate Dental Cream Cleans Your Breath While It Cleans Your Teeth!

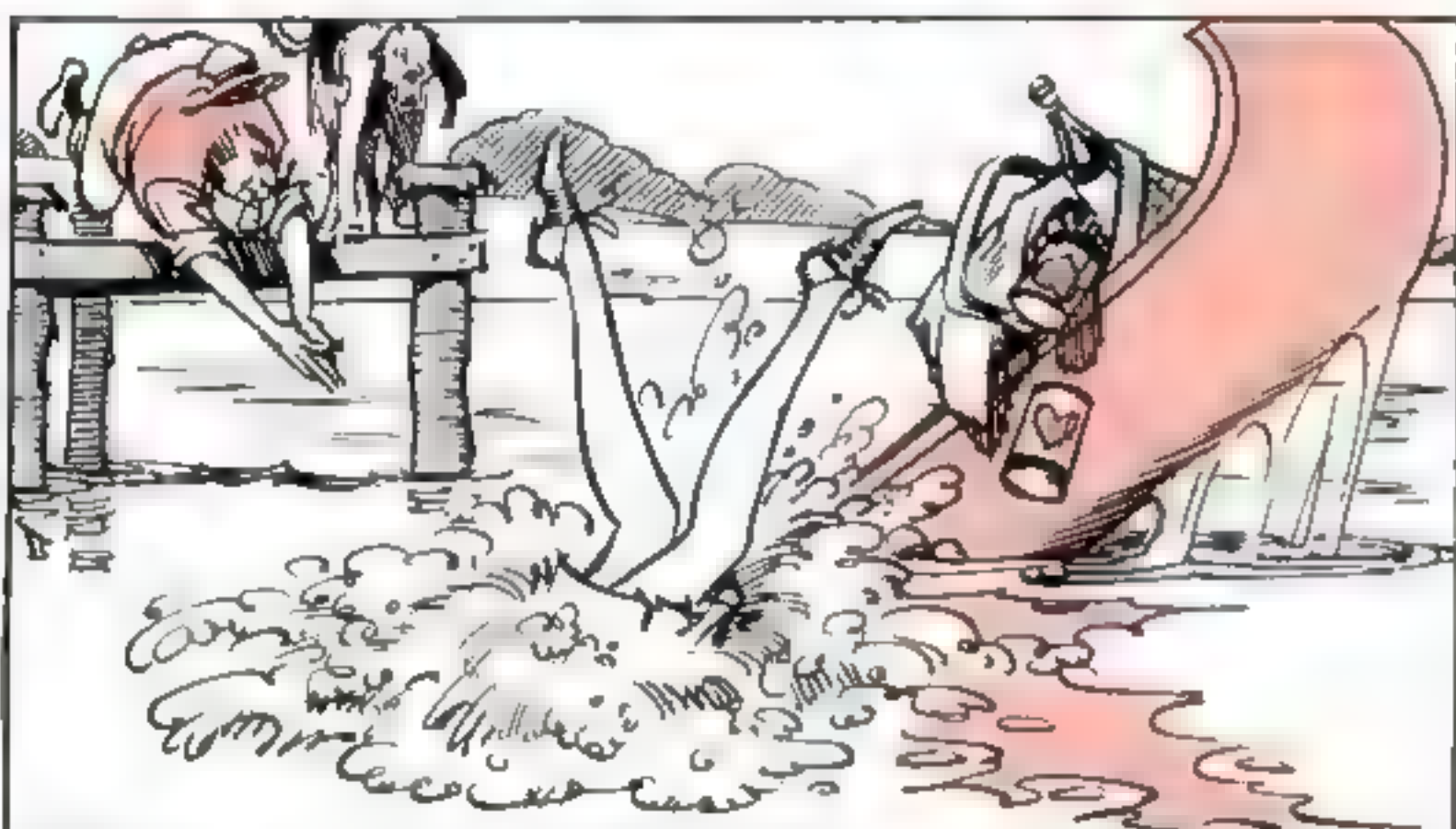
DON'T take unnecessary chances with your breath! Use Colgate Dental Cream twice a day and before every date. Colgate's active penetrating foam gets into hidden crevices between teeth—helps clean out decaying food particles—stop stagnant saliva odors—remove the cause of much bad breath. And Colgate's soft, safe polishing agent cleans teeth thoroughly yet gently—brings out their natural sparkle and beauty! Yes, Colgate Dental Cream cleans your breath while it cleans your teeth!

SCIENTIFIC TESTS PROVE THAT IN 7 OUT OF 10 CASES, COLGATE DENTAL CREAM INSTANTLY STOPS BAD BREATH THAT ORIGINATES IN THE MOUTH!



Use
COLGATE DENTAL CREAM
Twice a Day — and Before Every Date

NAPOLEON AND UNCLE ELBY



Every dog knows that Red Heart Dog Food is well

worth a ducking! For only Red Heart has three swell flavors! Beef, Fish and Cheese. Fed in rotation they're a welcome treat dogs go for eagerly—day after day!

Best of all, Red Heart takes all the guesswork out of feeding. It's the

Your Dog Is Always "Faithfully Yours"
—National Dog Week Sept. 22 to 28.



wholesome, nutritious diet that helps build strong bones, glossy coats and robust health.

Remember, only Red Heart comes in three delicious flavors—Beef, Fish and Cheese!



3-FLAVOR DOG FOOD

JOHN MORRELL & CO. • MEAT PACKERS, GENERAL OFFICES, OTTUMWA, IOWA

LETTERS TO THE EDITORS

BRAZIL BAEDEKER

Sirs:

... Today I received a letter from a young Brazilian recently arrived in this country. He has learned sufficient English in six months to write as follows about your story, "Brazil Baedeker" (LIFE, Sept. 2):

"I read in LIFE magazine an article about Brazil. You should read it. It is terrible. They just don't have any regards about Brazil. They joke with everything, including the flag. A war is just over. Many persons were killed and still some persons ask for more blood and more death. There are some sort of jokes that if we think are funny we should keep to ourselves. He is joking with the Brazilian flag. Could you imagine the same joke with your flag? How would you feel?"

DOUGLAS D. KENNEDY

Nobleboro, Maine

Sirs:

Since Mr. Frank Norris seems to know so much about Brazil, he will probably understand me when I say that he "perdeu uma ótima oportunidade de ficar calado" (i.e., he missed a wonderful chance to keep quiet).

Brazilians who, like myself, have lived in this country for some time have had ample opportunities to realize how little Brazil is known to U. S. citizens and how many foolish misconceptions are spread here.

Mr. Norris made a number of assertions which are true, yes. But his general tone is one of insufferable condescension, which detracts from whatever truthfulness and reliability might otherwise be credited to him.

The "poem" at the close of his article is in such bad taste that Mr. Norris himself, seeing it in print, must have winced if he has any sensitivity at all.

ARMANDO DE SÁ PIRES

New York, N.Y.

MAN ON A LIMB

Sirs:

The story "Man on a Limb" (LIFE, Sept. 2) is scarcely fair to Mr. Kop-

CONTINUED ON PAGE 12

Subscription rates: U. S. Alaska, Hawaii and Canada, 1 yr., \$5.00; 2 yrs., \$10.00; 3 yrs., \$15.00. For information about subscriptions to other countries write LIFE International, 510 N. Michigan Ave., Chicago 11, Ill. Special rates until Dec. 31, 1946 (only) for present and recently discharged members of U. S. Armed Forces when present or former military rank and rate are given, \$3.50.

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LIFE
September 23, 1946

Volume 21
Number 13

Fashions for Kitchens

Daystrom tubular chrome kitchen sets are easy to look at... easy to live with... A Daystrom set completely transforms any kitchen... and that's a fact! The plastic top is chip-proof, stain-proof, heat resistant and easy to clean. The chairs have rich, colorful upholstery... The tubular chrome frame is heavily plated for lasting beauty and durability!

Daystrom sets are obtainable only at authorized dealers in your community.

DAYSTROM

TUBULAR CHROME KITCHEN SETS



DAYSTROM CORPORATION • DEAN, N. Y.



START TODAY...

... to write Ticonderoga pencil way! You'll cheer Ticonderoga's smooth, effortless leads... Their crisp, easy-to-read marks. Champion of them all, Ticonderoga pencils are distinguished by modern green and yellow plastic ferrules gripping firmly rubber erasers that erase.

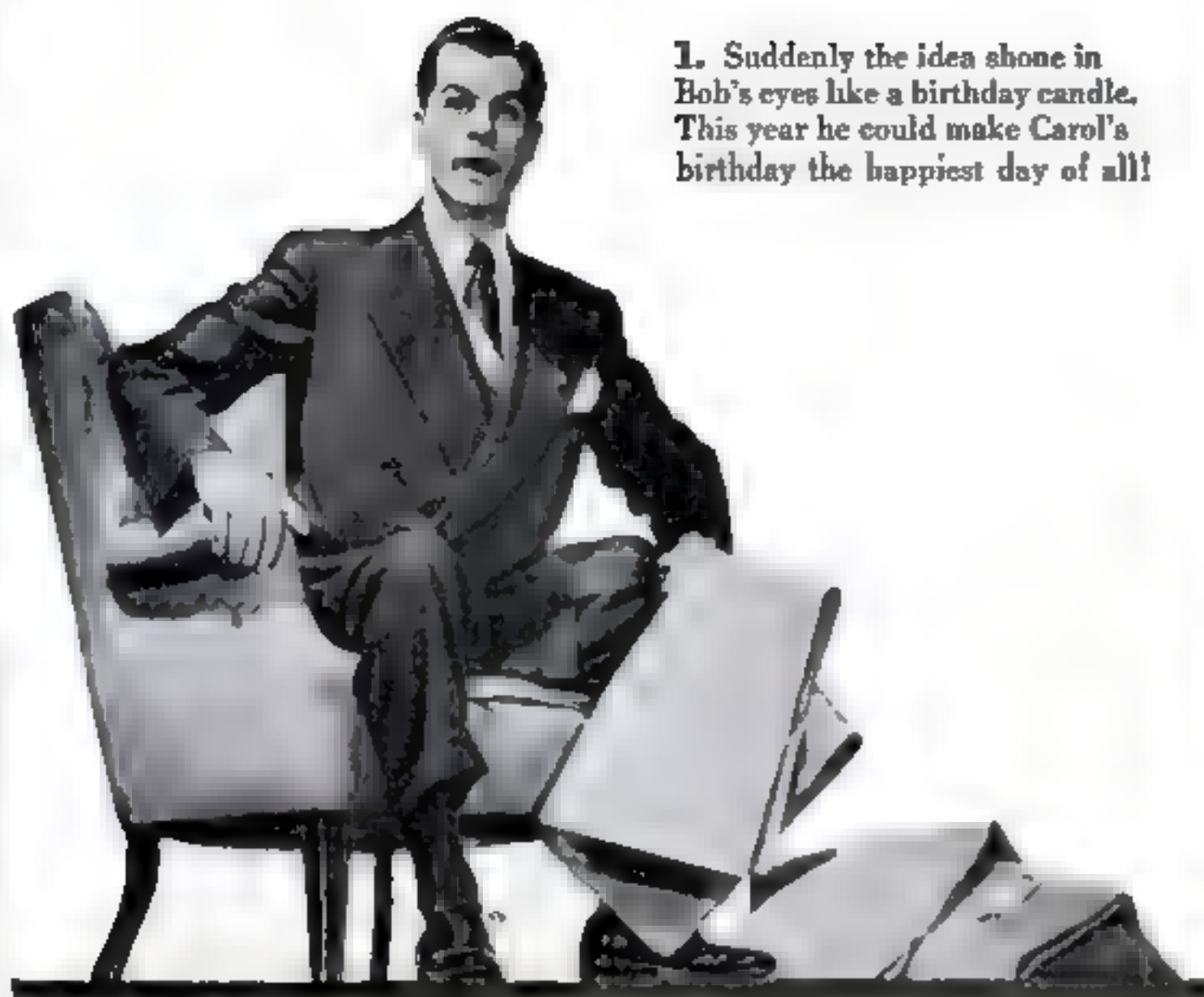
DIXON

Ticonderoga

Joseph Dixon Crucible Co., Dept. 45-19, Jersey City 5, N. J.
Canadian Plant: Dixon Pencil Co., Ltd., Newmarket, Ont.

The day choice came back...

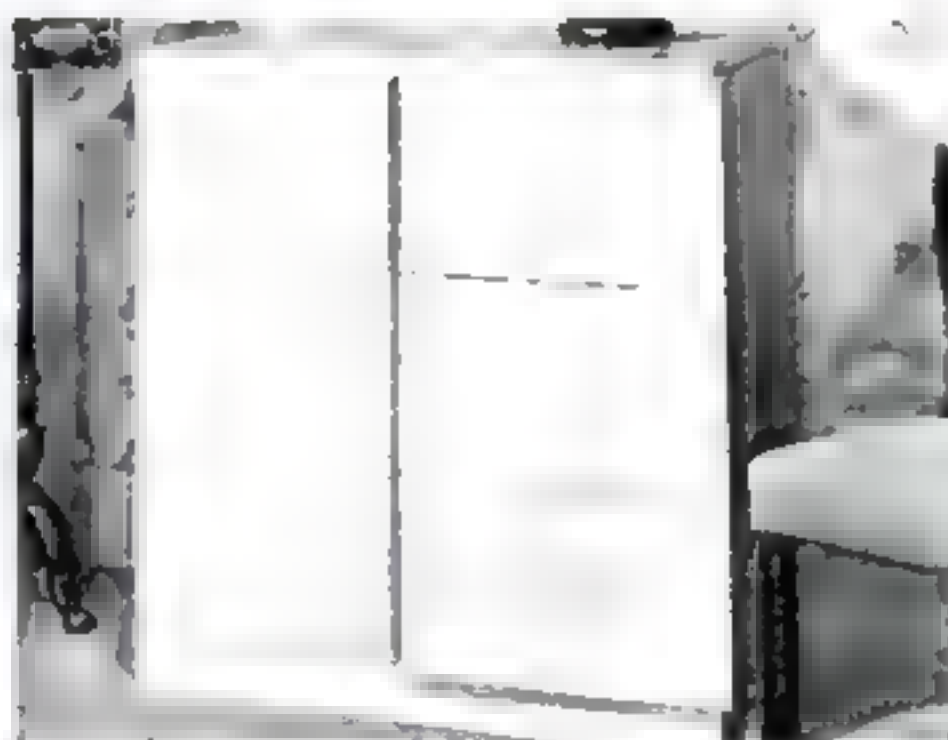
1. Suddenly the idea shone in Bob's eyes like a birthday candle. This year he could make Carol's birthday the happiest day of all!



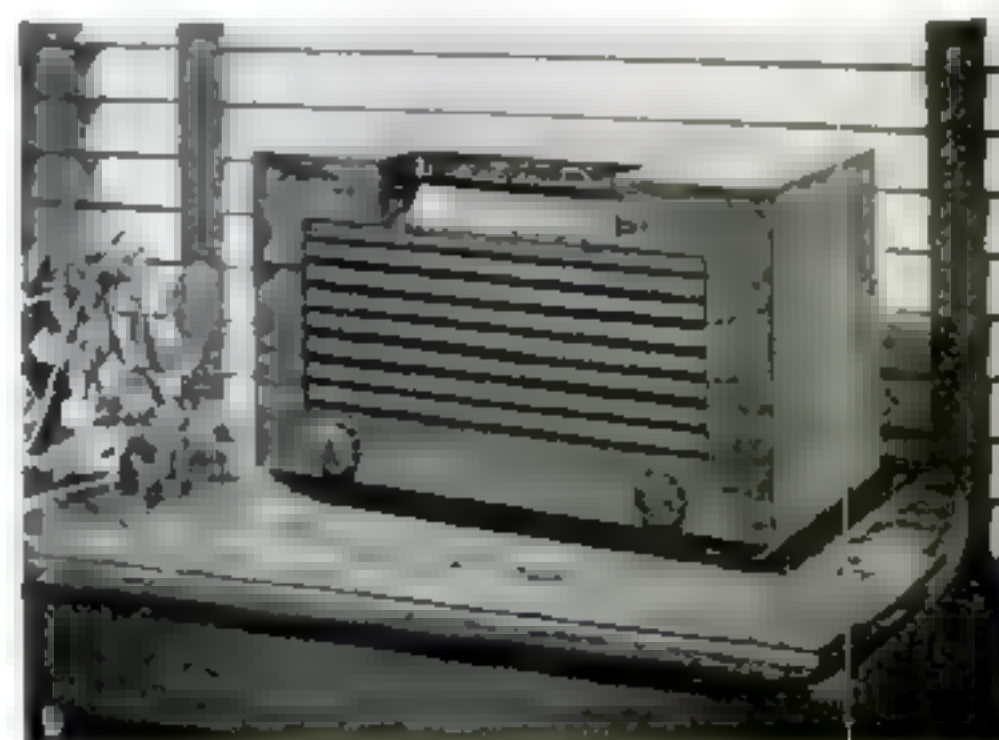
2. For years they'd both wanted a Stromberg-Carlson. And now Bob discovers that this year you can choose again. There is the beautiful, perfectly proportioned "Hepplewhite" ... complete FM ... superb standard broadcast and record reproduction ... generous record storage space ... engineered for Stromberg-Carlson wire recorder ...



3. Carol would thrill, Bob knew, to the delightful Dyna-tomic ... just one of the smart table radios where Stromberg-Carlson achieves amazing "big radio" quality.



4. Bob's heart leapt up! They call this the Futura, and no wonder ... for it is excitingly modern interpreted with all Stromberg-Carlson's high art in cabinetry.



5. The Nocturne, too, makes a fine personal radio ... Carol would be so proud to have one for her bedroom and how delighted she'd be with its fine performance.



6. And there's much of tomorrow in the "New World" ... Bob marveled at the speed, the quiet and the gentleness with which the changer operates ... beautiful cabinetry ... And tone that is breathtaking.

For the main radio in your home...
there is nothing finer than a

STROMBERG-CARLSON

Radios, Radio-Phonographs, Television • Sound Equipment
and Industrial Systems • Telephones, Switchboards
and Intercommunication Systems



7. And here is the climax of this happy birthday story ... for Bob finally chose the gracious "18th Century," one of the Stromberg-Carlson radio phonographs in which tradition meets tomorrow. Better see your authorized dealer and make your choice from among the finest Stromberg-Carlson's ever made. You'll find that Stromberg-Carlson today offers more people more for their money than ever before. Yes ... today you can really choose again!

© 1948, STROMBERG-CARLSON COMPANY, ROCHESTER, N. Y. IN CANADA, STROMBERG-CARLSON CO., LTD., TORONTO

GET YOUR RADIATOR READY FOR WINTER



CLEAN OUT RUST

with DU PONT

COOLING SYSTEM CLEANSER

Here's a safe, sure way to clean out rust and scale—to get ready for anti-freeze. Just pour a can of DU PONT COOLING SYSTEM CLEANSER into your radiator, run the engine for 30 minutes or more, and drain. No reverse flushing needed. No fussing with the hose or flush gun. A clean cooling system paves the way for top engine efficiency.



Then KEEP OUT RUST

with DU PONT

Acid and Rust INHIBITOR

After cleaning out the radiator, you can keep it free from rust all season by pouring in a can of DU PONT ACID and RUST INHIBITOR. It prevents rust forming, and keeps out acid, too.



AVOID RADIATOR LEAKS

with DU PONT

COOLING SYSTEM SEALER

You can stop leaks quickly and securely—and make the cooling system LEAK-PROOF—by pouring in DU PONT COOLING SYSTEM SEALER. It will not clog the radiator.



BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

LETTERS TO THE EDITORS

—CONTINUED—

snvder in saying "too smart for his own good." Perhaps Mr. Kopsnyder did misjudge the fall of the limb, but he observed sound safety practice in



securely lashing the top end of his ladder to what was to be the stub end of the limb. Where would LIFE's picture be and, more important, where would Mr. Kopsnyder be if these wise precautions had not been taken? . . .

JAMES D. TETRICK

Westfield, N.J.

OAK RIDGE

Sirs:

I read with a good deal of interest your story on Negro workers at the Oak Ridge atomic bomb plants (LIFE, Sept. 2).

The picture accompanying this story depicts Negroes happily dancing what I take to be the Lindy Hop. This perhaps is good publicity for its purpose. However, it might have been better to have stressed the Negro's role in the scientific perfection of the world's most potent weapon for war and the harnessing of its energy for peace.

Herewith is a list of the Negro scientists who participated in the atomic bomb project: Edward A. Russell, chemist; Mollie Taylor, chemist; Harold Delaney, chemist; Benjamin Scott, chemist; Jasper Jeffries, physicist; and Dr. J. Ernest Wilkins, mathematician, who incidentally three years ago earned the unique distinction of being the country's youngest Ph.D., at 19.

While Negroes may give the mistaken impression that they are characteristically happy and smiling, they can be serious-thinking scientists as well.

CYRIL A. MATTHEWS

New York, N.Y.

BARBARA LAAGE

Sirs:

Now that Barbara Laage, the beautiful French girl (LIFE, June 3), has been brought to Hollywood (LIFE, Sept. 2) I fully expect to see (LIFE, along about Sept. 30 or so) that Bob Moncade—the boy she left behind (LIFE, June 3), has secured one of the underground's surplus shotguns, stowed away on a plane to the U.S. and blown to smithereens the men whose Yankee gold and glitter lured her away from him.

ARCH L. CROSBLEY

Boston, Mass.

● Miss Laage reports from Hollywood that she gets a letter from Mr. Moncade every day.—ED.

WILLOW RUN

Sirs:

I am attaching for your information pictures taken at Willow Run which are different from those pub-

Listen, Pal, you won't
be a "blade switcher."



once you use
PAL HOLLOW GROUND

If you've been trying one blade after another, searching for the better shave, get a pack of Pals today. See if you don't agree that "This is it!"

You see, other razor blades are ground like a pocket knife, and the edges are rigid in the razor—



But Pal blades are different—Leather Stripped & Hollow Ground like a barber's razor, and edges are flexible in razor.



Result: Pal Hollow Ground Blades follow facial contours effortlessly. Your shave is cool, quick, no "bearing down." And delicate edges last longer, too. That's why millions call it the

Pal "Feather Touch" shave



ECONOMY SIZE 50 BLADES \$1
DOUBLE AND SINGLE EDGE

Now—RUST-RESISTANT

PAL

**HOLLOW GROUND
RAZOR BLADES**

*Reg. U.S. Pat. Off.

†Pat. No. 2,262,558

CONTINUED ON PAGE 21

Well, Hello! Come right in!

3 ways to entertain...with Borden's Cheese



Super for Supper—Deviled Eggs in a nippy Chateau Sauce! When the first tang of autumn puts an edge on appetites, serve this casserole, piping hot and bubbling, as the main feature of a buffet supper.

Borden's Chateau gives that golden sauce its *goodness*: The rich, zesty flavor of fine American Cheddar cheese . . . the concentrated nourishment so needed in this time of food conservation. Chateau is the couldn't-do-without-it stand-by of smart hostesses. The perfect cheese-food for rabbits, soufflés, omelets, sandwiches, snacks!



CHATEAU DEVILED EGGS

- 1/2 8-oz. package Borden's Chateau Cheese
- 2 cups medium white sauce
- 12 halves deviled eggs
- 12 tomato slices

Cut Borden's Chateau Cheese into small pieces. Add to white sauce. Cook over low heat, stirring constantly, until well blended. Arrange eggs on tomato slices in greased shallow baking dish. Pour sauce over eggs and tomatoes. Bake in moderate oven (375°F.) 15 minutes or until top is browned. Serves 4-6.



Friendly Fixin's—when the neighbors drop in on an evening . . . be ready with a supply of Borden's Cocktail Spreads. Serve one or more of these festive favorites (there are 6 tempting varieties in all) with a tray of crackers, potato chips, and celery. Olive Pimiento—a creamy-smooth spread chock-full of colorful morsels of pimiento and olives—is something special heaped on crisp, crunchy celery stalks!

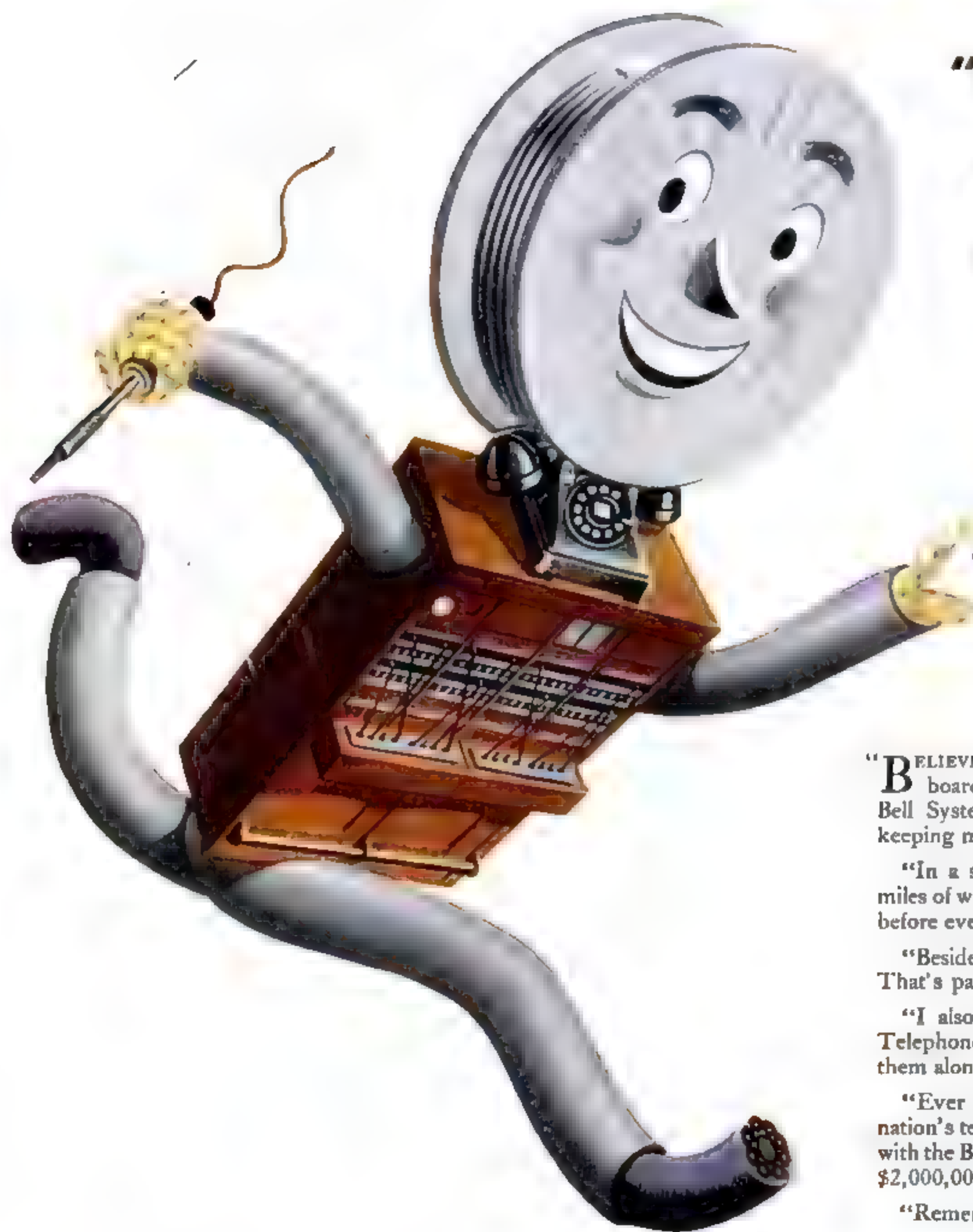


Dinner Delight—Portions of Borden's *Military Brand* Camembert with toasted crackers. To serve Camembert, marks you as a smart gal who knows her cheeses! This choice dessert cheese has a delicate flavor all its own. (Be sure to serve Camembert ripe—when it's soft and creamy-yellow in the center.)

© The Borden Company

Borden's Fine Cheeses

IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!



**"Wow! This job
sure keeps me
hopping!"**

*Provide more
than 2,000,000
telephone lines
in 4500
central offices.*

BELIEVE me, fitting all the new dial and manual switch-board equipment and long distance facilities into Bell System central offices all around the country is keeping me mighty busy!

"In a single big dial exchange there may be 4,000 miles of wire. I may have to solder 2,500,000 connections before everything's ready for you to dial a number.

"Besides installing this complex apparatus, I build it. That's part of my job as *manufacturer* for the System.

"I also *purchase* all manner of things for the Bell Telephone Companies...and *distribute* these supplies to them along with the equipment I make.

"Ever since 1882, I've been helping to make our nation's telephone service the best in the world. Today... with the Bell System's construction program of more than \$2,000,000,000 in full swing... I'm busier than ever.

"Remember my name... it's Western Electric."



MANUFACTURER...
of 43,000 varieties of
telephone apparatus.



PURCHASER...
of supplies of all kinds for
telephone companies.



DISTRIBUTOR...
of telephone appa-
ratus and supplies.



INSTALLER...
of telephone central
office equipment

FOR THE BELL SYSTEM



Western Electric

PROVED! 3 OUT OF 4 MEN CAN NOW GET SMOOTHER, MORE COMFORTABLE SHAVES!

No matter how you've shaved before, it has been *proved* you can now get smoother, more comfortable shaves the Palmolive Brushless Way!

Yes, the new, different Palmolive Brushless Way to Shave has been *proved* to give smoother, more comfortable shaves to 3 men out of every 4 who tried it for just 7 days—then reported:

"Beards easier to cut," said 79%!
"Less razor pull," said 75%!
"Closer shaves," said 69%!
"Smoother feeling skin," said 82%!

Here's all you do: 1. Wash your face with soap and water. Rinse! 2. Soap face again. Do not rinse! 3. Apply Palmolive Brushless immediately, smoothing it upward into your beard. *This way, you get the full benefit of Palmolive Brushless' beard-conditioning effect! Then shave.*

Remember! 1,297 men have *proved* the new, different Palmolive Brushless Way makes beards easier to cut—gives smoother, more comfortable shaves to 3 out of 4 men tested! Now *you* try it, too! See if you don't get the smoothest, most comfortable shaves you've ever had!



LETTERS TO THE EDITORS

CONTINUED

lished in your story on Kaiser-Frazer assembly line (LIFE, Aug. 26).

These pictures more accurately show the activity in our plant than yours did.

JOSEPH W. FRAZER

Willow Run, Mich.



● Kaiser-Frazer have scheduled 2,500 units for delivery in September.—ED.

CHINA

Sirs:

If Dr. Van Dusen's assumptions in your editorial on China (LIFE, Sept. 2) are correct, so is his conclusion—that the U.S. should enter the Chinese civil war on the side of the Nationalists. But I take issue with the assumption that "China in Communist hands would be the most probable, one may almost say certain, prelude to World War III." This is based on two other assumptions: that the Chinese Communists cannot be "sharply distinguished" from the Russian Communists and that Russian Communism is determined, by force if necessary, to dominate the world. A person has the right to hold these opinions. He does not have the right, on the basis of evidence now available, to state them as facts. . . .

ELLSWORTH BARNARD

Alfred University
Alfred, N. Y.

Sirs:

... In the evil triangle Dr. Van Dusen mentions—economic deterioration, civil strife, political incompetence and corruption—I feel he has the order of attack wrong. The basic factor in eliminating the threat of Communism and in the development of a strong, democratic China is political and economic reform in the National government. To me it is the *sine qua non*. Without it China is lost to the Communists, and no immediate, total war against them can save the day. With it there is hope, for political and economic reform will strike at the very heart of Communist strength and win back thousands of Chinese who have swung to the Communist camp not because they liked Communism but because they hated the National government. This would not eradicate Communism in China, nor should it, but it would pave the way to reduction of the Communist state to a political party co-operating in a democratic government.

Since about 1940 the political structure of the National government has degenerated incredibly, and its corrupt tentacles have reached into every phase of Chinese economic life, making it the largest single factor, aside from the war itself, in sinking Chinese economy to its present desperate level. . . . I would like to see

THE REVOLUTIONARY RAIN TOPCOAT Like Two Coats for the Price of One



Gives Topcoat Smartness Plus Showerproof Protection

Tailored from Super-Fabrics so its Smart Appearance
Lasts the Long Life of the Garment

Well-dressed men everywhere are now discovering an invaluable addition to their wardrobe.

It's the Rain Topcoat by Rainfair. Made from amazingly improved fabrics, the Rain Topcoat sheds water, but allows the body to "breathe," and rain or shine, presents the finely tailored good looks of the smartest topcoat. Rain Topcoats by Rainfair come in a variety of fabrics, styles, and models to meet your individual taste. So when you wear such a double duty coat—a Rain Topcoat by Rainfair—you'll be sure of approving glances in any weather.

Regent . . . \$30.00—(at left) Tailored and styled with the same skill and precision as the finest topcoat, this smart showerproof coat of fine wool gabardine leads our distinguished line of rainwear. Set-in sleeves for a clean, square shoulder effect. Button fly front. Open-through pockets permitting easy access to inner clothing. Even the inside is expertly tailored with lining of lustrous rayon throughout sleeves and deep yoke.

The Captain . . . \$14.50—(at right) Careful designing gives this officer's type trench coat the feeling of military swagger. Of fine gabardine in bleached bone and light olive colors. Full military collar, trench flap, epaulets. Deep yoke and sleeve lining of lustrous rayon.

RAINFAIR

Racine, Wisconsin

Makers of Smartfair Sportswear

Also manufacturers of Rainfair Vulcanized Work-Wear



How to make your Rain Topcoat last . . . our new free booklet gives you detailed instructions, and illustrates the popular Rainfair styles ranging in price from \$12.50 to \$30.00. Write for it today.

**QUICKER...
and more accurate
FOR BETTER SNAPSHOTS**

Direct reading. First in use A.S.A. film speeds — black arrow for black-and-white, green dot for COLOR. See DeJUR's AUTOCRITIC at your dealer's. DeJUR-AMSCO CORPORATION, 45-01 Northern Boulevard, Long Island City 2, New York.

Autocritic
EXPOSURE METER
DeJUR
U.S.A.
More of the Equipment You Need
for the Pictures You Want

CONTINUED ON PAGE 24



8
Tuneful New Twists
 to "Oldies" by
 Mercer and
 the Pipers
 "Mingin' My Business"
 "I Guess I'll Have to
 Change My Plan"
 "Should I"
 "One for My Baby"
 "Embraceable You"
 "Memphis Blues"
 "St. Louis Blues"
 "Alexander's Ragtime
 Band"

Album CD-36
 \$3.75 plus tax

You can't help but say "Natch!" to this batch of tunes sung by Johnny Mercer and the Pied Pipers. All the kids (under 35, that is) get hopped-up over Johnny's slow drawl blended with the Pipers' sweet-n'-smooth style.

**There's real fun ahead for your gang
 with all the other Capitol discs, too. Jo Stafford
 Andy Russell, King Cole—
 the whole Capitol crowd is
 waiting at your local dealer's
right now. Give 'em a whirl!**

Reserve your Johnny Mercer album now...available at your Capitol dealer soon.



on the Campus!

stars...yours from Hollywood
albums by CAPITOL



"Capitol clicks
with collectors, too."

RECORDS

FROM HOLLYWOOD

Sunset and Vine

JO STAFFORD

A pretty voice, a pretty face and eight pretty songs... Jo's formula for becoming America's newest singing sweetheart.

Album BD-23
\$2.75 plus tax



"We voted her
#1 girl singer
in the college poll."

"Come on out
and play, Jo!"

"Long live the King!"

KING COLE TRIO

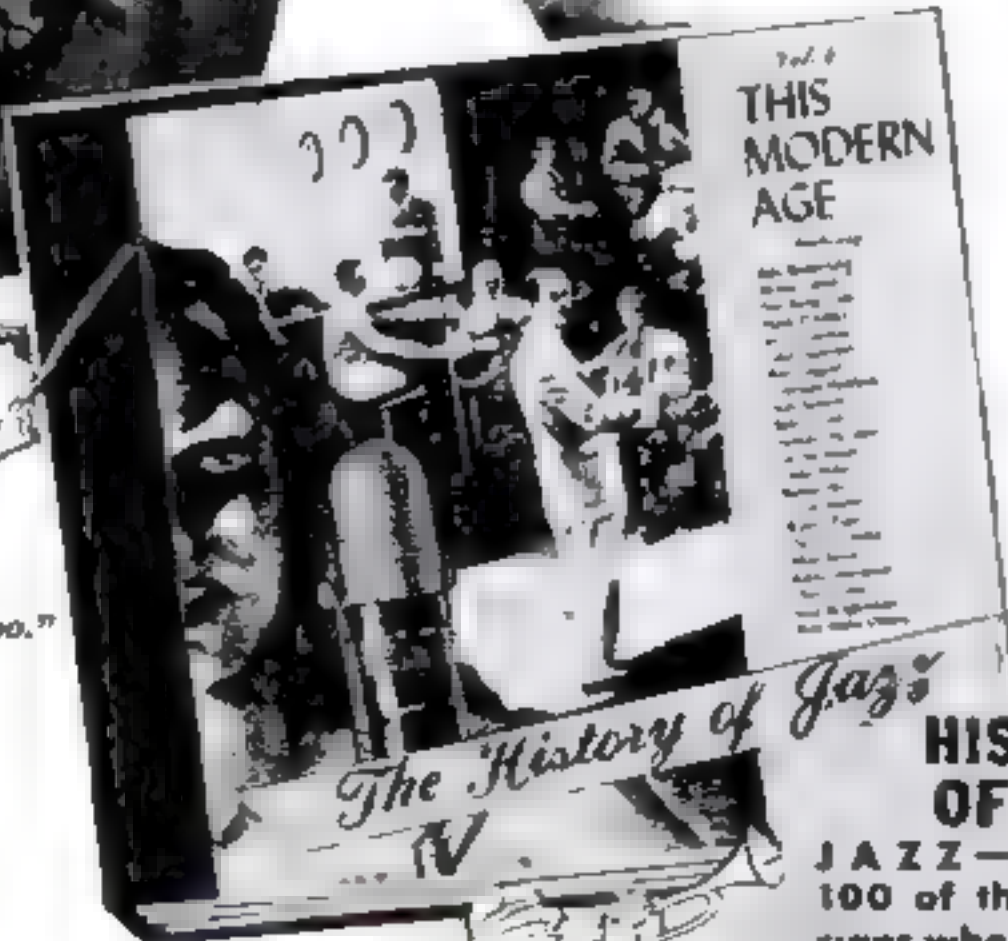
Piano, guitar, and bass—King Cole's triple-threat combination for invading your musical realm from 8 sides. And he'll rule with a jazz beat and ballad heart.

Album BD-29
\$2.75 plus tax



"No. 2 album
by my No. 1
team!"

"He's all mine!"



HISTORY OF JAZZ

J A Z Z — re-created by 100 of the same musicians who made it great! The soul of America's music now lives forever.

A library classic in 4 volumes, 40 sides.
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LETTERS TO THE EDITORS

CONTINUED

Dr. Van Dusen's conclusions altered to make our support contingent upon the National government's reform, supplying the strongest possible pressure to that end.

PRESTON SCHUYER

Biddeford Pool, Maine

• Dr. Van Dusen's conclusion for U.S. policy: "Continuous, whole-hearted and plentiful aid and persistent insistence that the responsible leaders of China put their own house in order."—ED.

COVER GIRL

Sirs,

After the Aug. 26 issue of LIFE came out many of my friends came to me and told me how much I looked like your cover girl, Mary Withington.

To compare likenesses a local photographer, Bob Brown, took this pic-



MARY WITHINGTON



FLORENCE KIMBALL

ture of me. I am attending Carleton College, Northfield, Minn. and am 19 instead of 20. Don't you agree that there is quite a likeness?

FLORENCE KIMBALL

Mitchell, S.Dak.

THE MISSISSIPPI

Sirs,

In your story on the Mississippi (LIFE, Sept. 2) a series of Currier and Ives prints have been reproduced in color.

The color separations used in your reproduction were original color plates made by me at the Brooklyn Museum last November (1945) at the exhibition of Currier and Ives prints. Imagine my surprise when I saw that my work had been credited to a very fine competitor of mine, Fernand Bourges. . . .

JOHN BORROWS PEATY

New York, N.Y.

• LIFE's apologies to Mr. Peaty.—ED.

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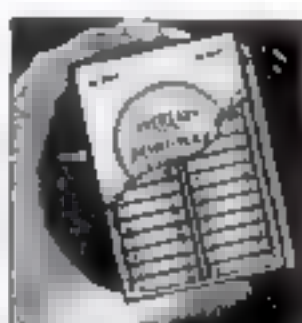
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Recipe for Ribbon Pie

1½ lbs. ground beef	2 tspns. salt
1 tablespn. grated onion	½ tspn. pepper
2 tablespns. chopped green pepper	½ cup milk
	2 cups mashed potatoes

Mix ground beef, grated onion, chopped green pepper, salt, pepper, and milk. Place layer of beef mixture in bottom of



greased 9-inch pie pan. Cover with layer of mashed potatoes. Top with remaining beef mixture, pressing meat to edge of pan. Bake in moderate oven (375° F.) 50 minutes or until done. Serves 6.

Just before the Ribbon Pie is nicely browned—put quick-to-fix Lipton's on. In a *few minutes* it's ready—yet you get the same glorious taste that used to take grandma *hours* of puttering over her own soup kettle!

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NOODLE SOUP**

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LIFE'S PICTURES

Staff Photographer Frank J. Scherschel took pictures of the cat-and-dog feud (pp. 12-13) while "resting" in Mexico City. "It was easy," he said. "I just turned 'em loose and followed 'em around." Scherschel, who also took some of the pictures of *Front Page* (pp. 78-80), is a great lover of animals. His wife's spaniel, Schlerpy, died recently. His picture book, *Tuffy*, about a bear, was published while he was covering the Pacific war for LIFE.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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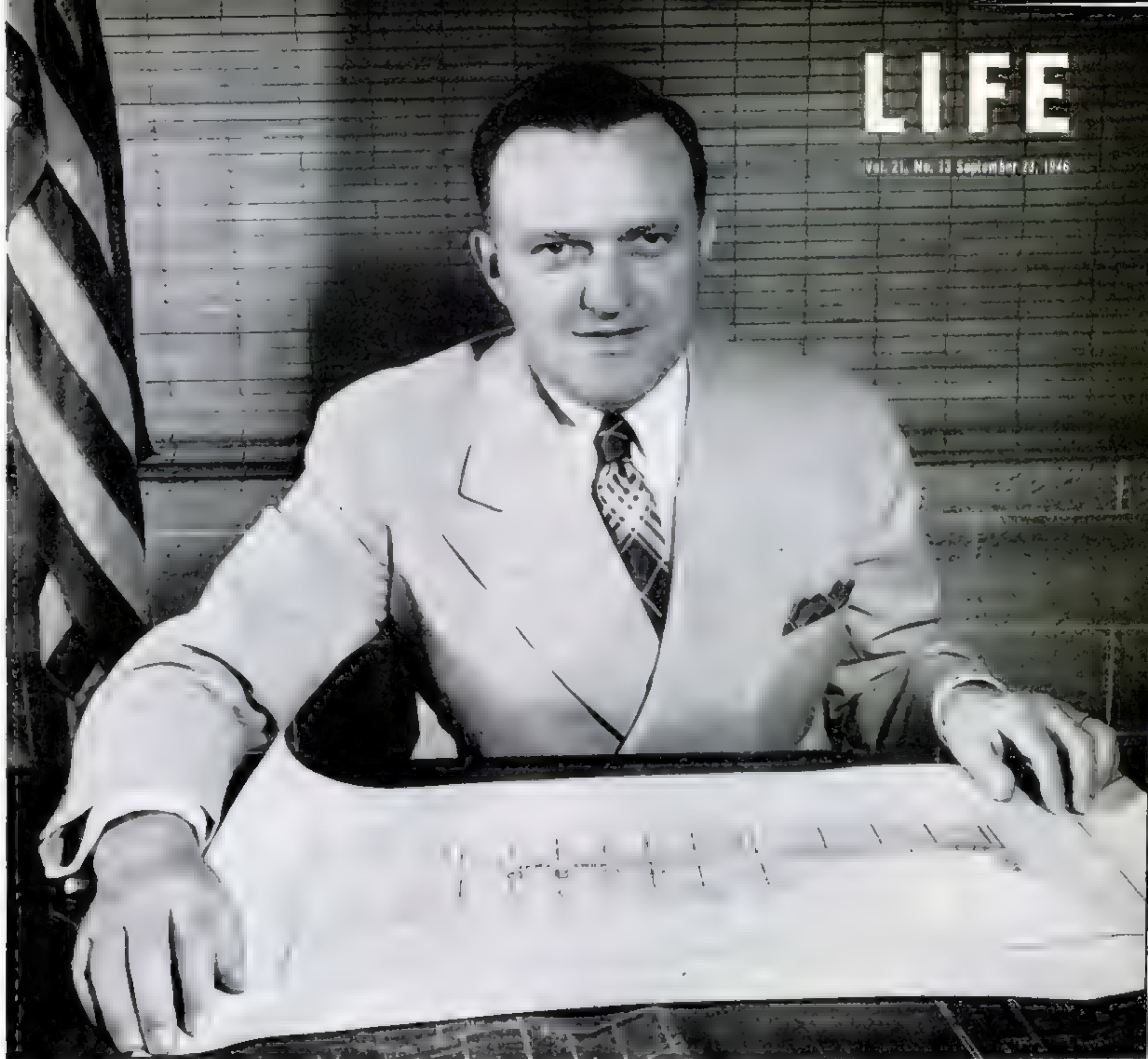
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ROMY HAMMES, AUTO DEALER OF KANKAKEE, ILL. AND SOUTH BEND, IND., EXAMINES ARCHITECT'S PLANS FOR AN ADDITION TO HIS SOUTH BEND SHOWROOM

U.S. SUCCESS STORY 1938-1946

AUTO DEALER ROMY HAMMES, WHOM "LIFE" LOOKED AT IN 1938, IS NOW GOING LIKE A HOUSE AFIRE

Romy Hammes, 46, is a Ford automobile dealer at Kankakee, Ill. In 1938, in a story on the automobile industry, LIFE published some pictures of Romy Hammes demonstrating the way to sell an auto. Bernard Hoffman was the LIFE photographer who took the pictures.

A few weeks ago Photographer Hoffman was passing through Kankakee again on another assignment, when he spotted Romy on the street, stopped and talked to him. He found Romy the same conscientious, friendly car salesman that he had been eight years ago. He also found that a lot had happened to Romy in the eight years.

Romy's auto business had been so successful

that he had bought agencies in South Bend and Chicago. He had gone into the tractor business. Turned down on a physical disability when he tried to enlist during the war, Romy had begun converting automobile trailers into trucks for Army use. Later he had expanded his tractor business into a big distributorship, built a tractor-storage plant, bought some land, started an investment trust. Then he had sold some of his land for a factory site. Last week he was up to his ears trying to build houses for the flood of workers shortly expected in Kankakee.

In short, Romy had grown like a bull calf in spring. All this had taken place during eight years

which in retrospect seemed to many Americans to have been the most unpleasant in their history; years whose wars, strikes, black markets, shortages, inflation, taxes and general all-around nastiness seemed to deny for good and all the validity of the old-fashioned American success story.

But Romy was no isolated example. In other Kankakees were other Romys. The man who used to work a gasoline pump now ran the filling station. His boss now had three stations and was dickering for a fourth. In America the dream was still there for those who believed it strongly enough to roll up their sleeves. For pictures of Romy's own particular dream and how it has come true, turn the page.



ORIGINAL STORY on Romy Hammes, the Ford-salesman from Kankakee, was printed in LIFE on Nov. 11, 1936, in the same issue that displayed Brenda Frazier—current debu-

—tante glamour girl—on the cover. The story inside was about the automobile business. Hammes had been chosen to show how a smart young dealer went about selling a car.



1938 CUSTOMERS Mr. and Mrs. Paul C. Diamond appeared in this photo in the original story being shown a Ford by Romy. They bought the car, have run it ever since.



CUSTOMERS CAME BACK to Romy this year for another Ford. The Diamonds, who do not seem to have changed much, found Romy had lost none of his selling skill.



BANK CASHIER Frank Lockwood of the City National Bank of Kankakee came to see Romy in 1938 at the suggestion of his son, promptly purchased a new Mercury.



BANK VICE PRESIDENT Lockwood is still a Romy customer and Romy is now a director of the bank. Today Romy has a total of 900 orders for new automobiles.



ROMY BOUGHT THIS KANKAKEE FORD AGENCY BACK IN 1926. HE STILL HAS IT

ROMY HAS HAD A COUPLE OF GOOD BREAKS AND HE HAS MADE THE MOST OF THEM

Romy was a whizz bang at selling cars long before LIFE ever came into his life. His technique, which he learned from his shoe-salesman father, was: don't just sell shoes or cars, sell happiness. Romy would invite a prospective customer to bring his family along on a picnic, driving down to the Kankakee River in the new car. Afterward, the fun they all had would sell the car without Romy's saying a word. Nevertheless, he has always known how to demonstrate a new tailight to a customer who wanted to look at tailights. These techniques combined made him top man in his division of a nationwide Ford contest in 1926 when he sold 107 cars in 90 days.

LIFE's article brought Romy much publicity. When the Ford Company launched a new tractor in 1939, it offered to make Romy distributor for two states. This was a fat plum but Romy had his own ideas about selling tractors. He believed that the customer should be taught all there was to know about operating them and felt unprepared to do this on a two-state scale. So he asked for only a third of a state. Ford said no, gave the plum to somebody else, who couldn't handle two states either. So, in 1941, Ford finally made Romy a tractor distributor. Now he has 43 counties (out of 102) in Illinois, nine in Iowa. Tractors put Romy in farming. True to his original idea, he bought a 140-acre farm on which he teaches dealers and their men how to use the tractors they buy. Then in 1945, to get a 5½-acre site for a tractor plant along the railroad, Romy bought 55 acres of land. This put him in the real-estate business (see next page).



UNION HEADS confer with Romy. Union is Kankakee County Automobile Mechanics, a company union started by Romy, who prides himself on good employe relations.



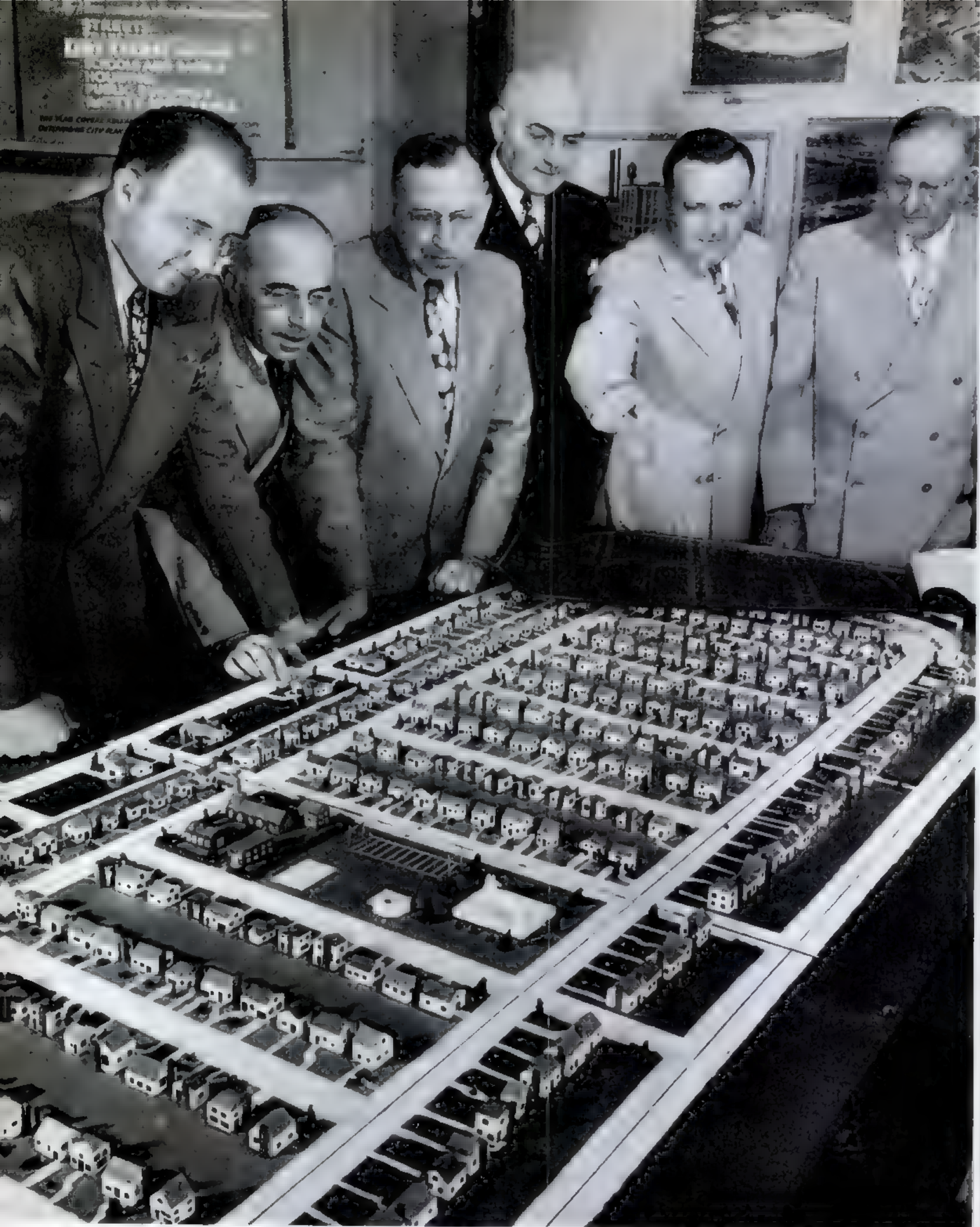
SOUTH BEND AGENCY was bought by Romy in 1940. That year he also bought a Ford agency in Chicago. He has sold 9,200 Fords altogether since he first went into business. Romy has plans drawn up for putting an addition on the building above (see p. 29).



AUTO SALESROOM at South Bend (above) is Romy's largest. Below: he demonstrates tractor to dealers on his 140-acre experimental farm. Farm not only helps sell tractors but also yields profit, thanks in part to continual demonstrations of plowing.



CONTINUED ON NEXT PAGE



HOUSING PROJECT was undertaken by Romy Hammes the citizen when it became clear to Romy the Chamber of Commerce man that it would be needed to accommodate

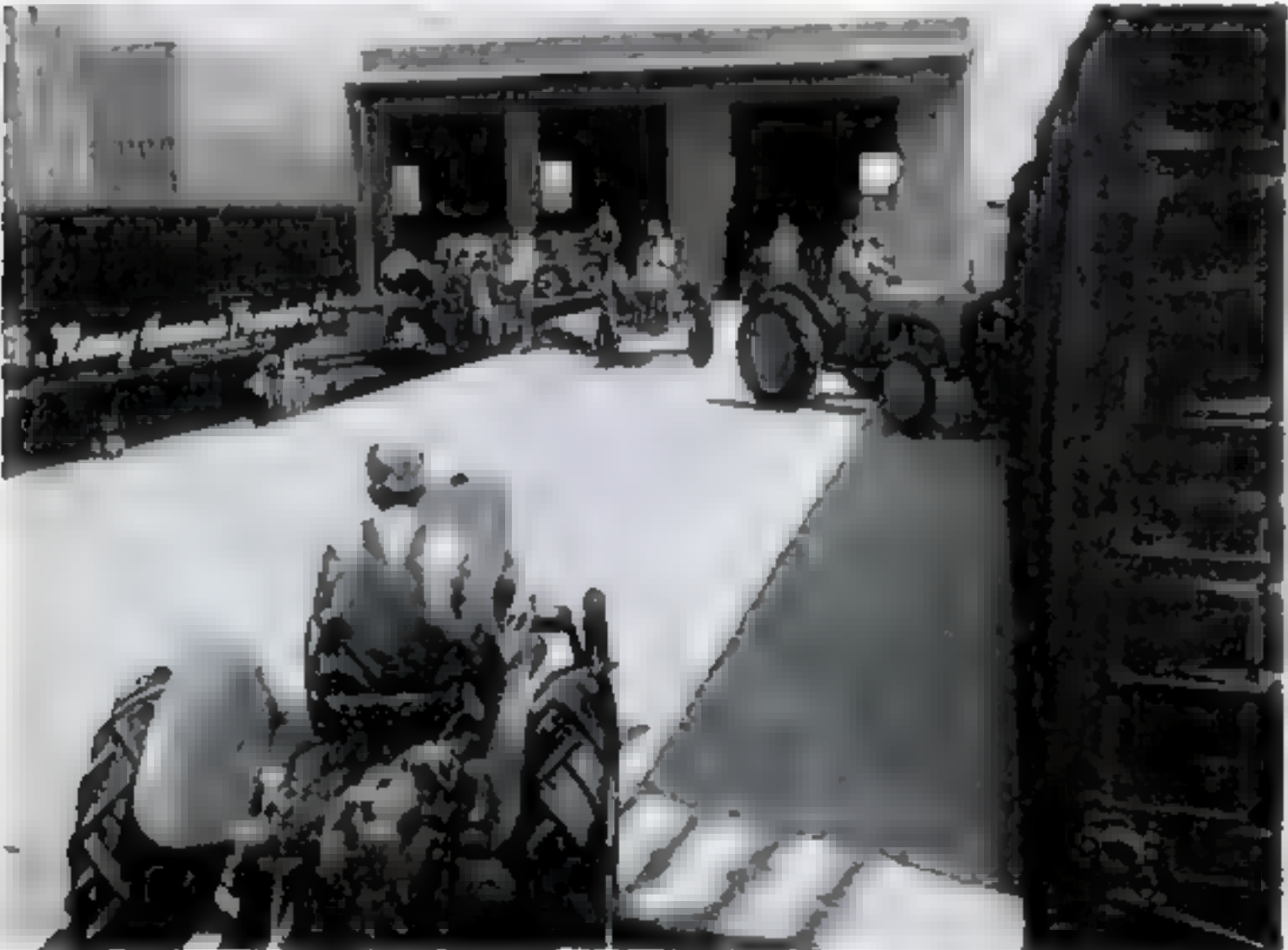
the people who would move to Kankakee to work in the factories built on the land sold by Romy the real-estate man. Forty dwelling units are up already, rent for \$50 a month.



SAMPLE HOME in another town is model for 450 which are going up in Romy's development. He expects a small loss because of OPA ceiling but is going ahead anyway.



COMPLETED BUILDINGS in Romy's development contain two or more apartments each. He refers to these as "living units," spends from \$10,000 to \$12,000 per unit.



NEW TRACTOR BUILDING was erected by Romy along railroad so that he could unload from freight cars directly into his own trucks, speed up delivery to his dealers.



HAMMES INVESTMENT TRUST was set up by Romy to provide funds for auto dealers during wartime collapse of their business. Not one dealer defaulted on a loan.



NEW FACTORY is being built on Romy's railroad property. Others nearby belong to Armstrong Cork and General Foods. Employees will probably buy Fords from Romy.



QUONSET HUTS are a brand-new Romy sideline. He builds them all shapes and sizes, so far has sold 150 as garages, barns, hangars, storhouses, hatcheries and churches.

ROMY THE REALTOR BUILDS NEW HOMES FOR KANKAKEE

Romy joined the Chamber of Commerce in 1930, became immersed in plans to expand and industrialize Kankakee. When a large corporation became interested in erecting a plant, Romy helped clinch the deal by selling off the extra acreage he owned along the

railroad track as a factory site. When the Chamber then began to worry about where the workmen in the new plant would live, Romy started Romy Hammes Homes, a 450-house project (opposite page) complete with football field, baseball field and swimming pool.



ROMY'S FAMILY—wife Dorothy, 41, son Jerry, 14, daughter Kathryn, 19 (left) and son Romy, 17—

spends the summer on Diamond Lake, Mich., where he joins them for weekends of boating and motorboat rides.



SUMMER COTTAGE at Diamond Lake has own dock and boathouse. Here the kids swim, sail and entertain

their friends. In winter they sometimes go up to the cottage for a weekend when the skating on the lake is good.



EIGHT YEARS AGO ALL OF ROMY'S KIDS HAD BIKES

ROMY THE MAN LOVES HIS FAMILY AND HIS COMMUNITY

The real secret of Romy Hammes' success, aside from his energy and acumen, lies in an attitude of mind which colors everything he does. He has a simple, homey ideal of service both to his customers and his community. He is a devout believer in law and order, would not think of crossing against a red light, even if the street were empty of traffic for miles. He is a conscientious voter, being currently connected with 25 fraternal, religious, civic and business groups.

These same homey ideals permeate Romy's family life. He devotes himself to the interests of his wife, who is also his housekeeper, his two daughters, one a junior at Webster College in St. Louis, Mo., one a senior in high school, and his son, who is in his second year at a military academy in Ohio. He wrestles over bridge, not because he really enjoys it but because the kids are learning it, and he feels that playing with them is the best way for them to learn. He and his wife are ambitious for them, but want them to grow up happy, healthy, good and useful, rather than rich, sophisticated or sought after.



ROMY'S HOME, where he still lives, was built in 1937 to his own design. It has four bedrooms, cost \$9,000.



BEFORE RETURNING TO COLLEGE, KATHLYN HAMMES
TRIES ON AN EVENING GOWN SHE MADE HERSELF

SEND THEM HERE!

EUROPE'S REFUGEES NEED A PLACE TO GO AND AMERICA NEEDS TO SET A WORLD EXAMPLE

More than a year after the crushing of the Nazi power, there are still some 850,000 people in concentration camps in Germany, Austria and Italy, not including those in the Russian zone. These camps do not fly swastikas and they do not practice torture, but they are concentration camps nevertheless. The crime of the inmates is lack of a passport or of another place to go.

The most shocking fact about the plight of these displaced persons ("DPs") is not that they are interned. It is the fact that the U.S. government and people have the means to open the door for many of them but have not done so. Instead we are getting used to the idea of concentration camps; as one correspondent wrote last week, "It begins to seem quite commonplace."

By country of origin the largest groups of DPs are Poles, Balts and Yugoslavs. In Germany the DP camps which UNRRA is trying to empty are replenished daily by new arrivals of Jews from Poland via Czechoslovakia. Also from Czechoslovakia into other centers come the Sudeten Germans whom the Beneš government is cruelly uprooting and deporting.

"Your Tired, Your Poor"

Although the Jews are deservedly the best-advertised cases, most of Europe's DPs are not Jewish. An unknown percentage of Poles, Yugoslavs, Russians and Czechs are afraid to be repatriated for political reasons or because their countries have become police states. To them a DP camp is far preferable to a possibly fatal reception at home, especially when the Russians seem so insistent that they be returned forcibly.

There was a day when American sympathies would go out to all such people. Indeed, for a brief period (1917-21) our immigration laws paid them specific honor by exempting from restrictions all victims of religious or political persecution. Before 1917 there were virtually no restrictions on immigration from Europe, and an American could feel that his country really stood for freedom and hope throughout the Western world. To quote an inscription on the Statue of Liberty, which nobody has yet got around to erasing,

*Give me your tired, your poor,
Your huddled masses yearning to breathe free,
The wretched refuse of your teeming shore.
Send these, the homeless, tempest-tossed, to me!
I lift my lamp beside the golden door.*

America has certainly changed since the 1880s when those lines were written. How much it has changed may be suggested by a résumé of what our government (as distinct from UNRRA and private individuals) has done officially to help the DPs. It's pitiful.

Last December, President Truman expressed sympathy with the DPs and said he would do something to "set an example to the other countries." He issued a directive to hasten consuls to the U.S. zone of Germany where they could take applications for immigration visas. The U.S. quota for people born in Germany, the Balkans and Eastern Europe (where most DPs come from) is about 39,000 a year. This quota hasn't been anywhere near filled for more than a decade, the average use since 1930 having been about 10%. This year, you might

think, the European quota would at last be filled for a change. On the contrary; not 39,000 but only 3,000 European immigrants have immigrated to the U.S. since the President's directive was issued. The rest have been held up by various kinds of red tape. Our law says that no country can use more than 10% of its annual quota in any one month; neither the monthly nor the annual quotas are cumulative. Thus some 30,000 visas which might legally have been issued since last December will never be issued under the present law; 30,000 chances at freedom gone forever! The President made clear that he would not ask Congress to make these quotas cumulative. All told, his speed-up directive has resulted in little or no more help for DPs than might have been properly expected of the State Department without any directive.

His next gesture, made under Zionist pressure, was to ask the British to let 100,000 European Jews into Palestine right away. The arguments against this solution to the refugee problem have already been discussed (LIFE, Aug. 19). Regardless of them, it was clearly a cheap gesture which put us in the position of trying to make the British the scapegoats for our own unwillingness to take in DPs. If we were as hospitable in proportion to our population and area as we ask the Palestine authorities to be, we should let in 10,000,000 immigrants this year.

The Exclusive U.S.

The refugee problem of 1946 is not so staggering or unprecedented as many Americans seem to fear. After the last war 1,500,000 Russian fugitives from the Revolution and 250,000 Armenian fugitives from the Turks were taken in hand by the League of Nations and its high commissioner, Fridtjof Nansen. One of his measures was the famous Nansen passport, a certificate of identity which won recognition from most civilized countries and at least enabled refugees to cross borders and seek work with their heads up. The United Nations should at least revive the Nansen passport or its equivalent. But no merely international body can do much about the harsh fact of immigration barriers. Until some nation gets hospitable, there will be camps full of DPs.

The U.S. immigration laws are among the most discriminatory in the world. We are one of the few major nations that regulates immigration by race. Our law of 1924 divided the quota among 67 countries in proportion to their presence here in 1890, an intentional discrimination in favor of the so-called Nordic peoples, most of whom have not wanted to immigrate, and against the Italian and Balkan peoples, who do. Our law has been amended several times (the base year is now 1920) but the discrimination remains. Thus the quota for the United Kingdom, not filled since 1929, is 65,721, while the Greek, which could be filled a hundred times over, is a pathetic 307.

Our present total annual quota of 153,774 does not seem too much for a nation that was built by immigrants and used to absorb more than a million a year. But by making it discriminatory, by the noncumulative provision and by red tape, the U.S. has managed to admit even fewer immigrants than Congress pretends

it wants. It is now proposed—there were two bills in the last session—that Congress amend the law to admit roughly 100,000 European DPs. This would be done by taking the unused portion of one year's world quota and giving the DPs all of it regardless of nationality. Anybody who has ever seen a DP camp will agree that this is little enough for the U.S. to do. The rest of us can use our imaginations.

Even some labor leaders, a group which has been congenitally anti-immigration, have begun to use their imaginations. Both A.F.L. and C.I.O. officials have testified in favor of letting in some DPs on humanitarian grounds, although the A.F.L. is still wedded to restrictive quotas. Less imaginative is the temper of Congress and the people. Public-opinion polls have repeatedly shown huge majorities opposed to letting down the bars at all.

It is hard to believe that the American people are really so selfish. In part, their fear of immigrants may be based on a misconception: that any relaxing of the laws will bring back the stinking slums of New York's East Side, where the pot melted so slowly for so many years. Maybe Americans just don't like the tired, the poor and the huddled masses that the Statue of Liberty beckons. That is an unreal fear. Our immigrants nowadays usually move under the aegis of well-heeled religious and charitable committees and according to smooth resettlement techniques. There is no reason why assimilation need be as hectic as it used to be. But it is scandalous, considering the urgent need and limited numbers of Europe's DPs, that we should not make an effort to absorb any at all.

Some New Arguments

Indeed it is about time for the U.S. to review its whole attitude, not just toward DPs but toward immigration policy in general. We have not really debated it since 1924 and there are several new arguments, such as our declining curve of population growth. If we are to remain the leading nation of One World, we also have a deep moral obligation not to be too exclusive. No other nation represents so many blood strains or has amalgamated so many viewpoints; that is an asset in our foreign relations which, if we really believe in it, gives us a special claim to leadership and a special duty to "set an example." The constitution of the United Nations proclaims the universality of human rights and freedoms, a clause the U.S. has often invoked and argued for. How then can we be so complacent about our immigration policy? Above all, in God's name can we go on doing nothing about those DPs?

PICTURE OF THE WEEK: ➔

A changeless feature in a changing world is an Englishman's enjoyment of walking. Recently Labor's Prime Minister Clement Attlee and Violet, his 51-year-old wife, dedicated the new stepping-stones over the River Mole at Burford Bridge in Surrey and, though still dressed in city clothes, happily hopped across the swirling waters (opposite). The original stones, used by Canterbury pilgrims in medieval times, were destroyed during the war as a precaution in the event of an invasion.



PRIME MINISTER ATTLEE AND HIS WIFE VIOLET DEDICATE
NEW STEPPINGSTONES ACROSS THE MOLE RIVER IN ENGLAND



SQUATTER'S BOY, carrying pail, broom and other household goods, climbs stairs to his new home in the Duchess of Bedford apartments. Many brought their furniture.



SQUATTERS SEIZED Duchess of Bedford building containing comfortable five-room apartments. Though unfurnished, squatters liked flats better than ones they had left.

LONDON SQUATTERS SEIZE HOUSES

Impatient Britishers, urged on by the Communists, defy the government and take over untenanted buildings

Angered by delays in the Labor government's housing program, ill-housed Britons last week were taking matters into their own hands. Out of dingy East End slums, out of one-room flats with leaky plumbing and patched windows they moved, carrying children, bundles of bedding, pots and pans and, without a by-your-leave, took over untenanted buildings in London, Birmingham, Coventry and other cities. As far as anyone could determine, the squatter movement started spontaneously in the prov-

inces, but by the time it reached London the Communist party, eager to embarrass the government because of its foreign policy, took control of the squatters, selecting new buildings for invasion and organizing "tenants" once they were installed. In London they took over the flats and a hotel used as government offices during the war.

Once the invaders were installed, the police stood by helplessly while the squatters set up communal kitchens and a pass system to prevent eviction

notices from being served. Both Tories and Communists chuckled over the government's plight. Attlee's Labor government, insisting that rehousing already had been provided for 180,000 families, spoke darkly of "criminal conspiracy" proceedings against the Communist leaders and said legal steps were being started to evict the squatters. But the police could not touch the squatters without legal eviction notices and eviction in England is almost as slow a process as building new houses.



BOBBIES ARREST Communist Leader John Morton during trouble when a dozen families moved into the Ivanhoe Hotel. Later more families eluded police, got into hotel.



MINISTRY OF WORKS OFFICIALS scale walls in unsuccessful attempt to enter Duchess of Bedford building which ministry used during war. Squatters barred them.



SQUATTERS APPEAL for bedding and water to be brought to them in Abbey Lodge flats near Regent's Park. They feared that if they left to get supplies the police would not

let them back into the apartment building. When a large group of squatter sympathizers gathered outside Abbey Lodge mounted police charged into crowd to disperse them.



ESTONIAN REFUGEES APPROACH MIAMI DOCK AFTER 5,000-MILE OCEAN TRIP

SAILBOAT REFUGEES ARRIVE

On Sept. 9 a frail little fishing boat nosed up to the docks at Miami. Out stepped 11 Estonians and one Finn, all refugees from Russian political domination, who had spent 81 days traveling from Sweden in their 40-foot craft. Their leader, Captain Arnold Tamm, joyously embraced Captain Felix Tandre (*below*), who had successfully led a similar group across the Atlantic three weeks before. Then he heard the bad news: the previous group had been denied entry to the U.S. and was still in custody of immigration authorities pending further study.



GAY REUNION finds the refugees' Captain Arnold Tamm (*right*) joyously embracing the leader of previous boatload. Their country, Estonia, is now part of the U.S.S.R.



ON WHITE HOUSE LAWN TRUMAN AND MONTGOMERY JOKE ABOUT WAR OF 1812

MONTY VISITS WASHINGTON

Field Marshal Viscount Montgomery, famed leader of the British armies in North Africa and Europe, finally got around to visiting the U.S. last week. Trim and bronzed but looking unfamiliar when he took off his beret (*above*), he inspected West Point (*below*), jokingly suggested to President Truman that he deduct from the British loan the amount it cost to repair the White House after the British burned it down in 1814. Montgomery, who said he planned to adopt the U.S. chief-of-staff system in Britain, then went off to study U.S. methods of training soldiers.



AT WEST POINT Montgomery inspected honor guard, made a speech, later expressed the opinion that U.S. Military Academy was "absolutely the cat's whiskers."



BODIES OF U.S. FLIERS KILLED BY YUGOSLAVS LIE IN ARLINGTON CHAPEL

TITO RETURNS U.S. DEAD

The international crisis created when Yugoslav gunners shot down two unarmed U.S. transport planes was officially ended last week. The bodies of five dead U.S. fliers were flown back to the Washington Airport, met by a group of War and State Department officials and borne by an honor guard to the marble chapel of Arlington Cemetery (*above*). Meanwhile Marshal Tito, who had received a U.S. ultimatum (*below*), had grudgingly complied with its demand for immediate release of the survivors. Except for negotiations on the amount of indemnity, the case was closed.



ULTIMATUM TO TITO (*right*) is delivered by U.S. Ambassador Richard Patterson. For home consumption Tito talked very tough, but he gave in to U.S. demands.



AS PLANE SAILS THROUGH SKIES, MRS. W. W. TRIMPI QUIETS HER CHARGES

HUNT TRAVELS BY AIRPLANE

The shipping strike, which tied up almost all vessels along the three U.S. coasts, last week treated two dozen hounds to an airplane ride. The Nantucket Harriers, a group of socialites who spend their summers hunting rabbits with horse and hound on the Massachusetts island of Nantucket, were preparing to close up their cottages and return to their homes in New Jersey. Unable to go by boat, they chartered an airplane, tried to get their animals aboard. The 24 dogs were willing (*above*) but the horses had to be left behind. (*see below*).



SPECIAL RAMPS devised to get horse and dog passengers aboard airplane at the Nantucket airport failed when a horse, blind in one eye, fell and refused to try again.



JOKING WITH THE THREE TOP GERMAN MINISTERS OF U.S. ZONE OF OCCUPATION, BYRNES IS HIGHEST U.S. OFFICIAL TO LAUGH WITH GERMANS SINCE THE WAR

BYRNES ON GERMANY

In Stuttgart he tells the world that U.S. is determined to play major role in European affairs

U.S. Secretary of State Byrnes arrived with a smile (above) in Stuttgart, Germany on Hitler's former private train to make the clearest statement since the war of U.S. policy in Europe. His audience included the German presidents (above) of the three districts of the U.S. zone—Bavaria, Greater Hesse and Württemberg. In a speech designed to balance Russia's drive for German friendship, Byrnes met Molotov's bid by: 1) offering a central German government; 2) denying France the Rhineland and Ruhr; 3) leaving the door open for

Germany to regain some of her lost eastern provinces. He warned everybody that U.S. occupation troops were in Germany to stay.

But by last week Secretary Byrnes's smile had vanished. In New York his fellow Cabinet member, Henry Wallace, made a speech which generally condemned the "get along with Russia" policy that Byrnes has been following. President Truman explained that although he had approved of Wallace's right to speak, he backed Byrnes and there has been no change in U.S. foreign policy.



*At all three "R's", we're teacher's stars,
We answer right—and soon;
Our Mothers know where good marks grow—
It's Campbell's Soup at noon!*

Lunch at Home or Lunch at School ... Good Hot Soup is Mother's Rule



*Campbell's
Vegetable
Soup*

"Almost a meal in itself." That's what Mothers call this hearty, homey soup, with its 15 different garden vegetables mingled in a rich beef stock. It's so easily digested, so packed with nourishment, so full of good taste. If the children lunch at home on school days, you could not do better than serve them Campbell's Vegetable Soup.



*Campbell's
Tomato
Soup*

"The Soup Most Youngsters Like Best." And it's so good for them. For it's made of luscious, specially grown tomatoes—so rich in vitamins and minerals. If your children take their lunch, here's their needed one hot dish all ready in the vacuum bottle—Campbell's Tomato Soup—prepared with milk as an extra-nourishing cream of tomato.

Irving
Berlin's

It's The Nearest

BLUES

Paramount's
biggest musical...
Filmed in
Blue Skies

PRELIMINARY



Thing To Heaven!

WINGS

Starring

Bing Crosby

Fred Astaire

Joan Caulfield

Billy De Wolfe Olga San Juan

32 Songs — Old and New —

You Keep Coming Back Like A Song	Some Sunny Day
A Couple Of Song And Dance Men	Nor For All The Rice In China
Getting Nowhere	Russian Lullaby
A Serenade To An Old-Fashioned Girl	White Christmas
I've Got My Captain Working For Me Now	Nobody Knows (And Nobody Seems To Care)
Blue Skies	Mandy
You'd Be Surprised	I Wonder
All By Myself	When You Walked Out Someone Else Walked Right In
Puttin' On The Ritz	Because I Love You
I'll See You In Cuba	Homesick
Heat Wave	How Many Times
How Deep Is The Ocean	Lazy
Everybody Step	Always
A Pretty Girl Is Like A Melody	The Little Things In Life
The Song Is Ended	Top Hat, White Tie And Tails
Tell Me Little Gypsy	I Can't Remember

Produced by Sol C. Siegel • Directed by Stuart Heisler
Lyrics and Music by Irving Berlin



BIRDS EYE CHICKEN À LA KING —for lunch à la wonderful!



WHOA!

Look at the package of frosted food you purchase *before* it goes in the bag. There are many brands, but *only one Birds Eye Foods!* If the words "Birds Eye" aren't plainly printed on the package, the food just is *not* Birds Eye!

THERE'LL BE "ooh-ing" and "aah-ing" at the sight of this beauty . . . Birds Eye Chicken à la King in a rice ring sparkled up with parsley.

And there'll be taste-rejoicing aplenty when the folks bite into the big, tender pieces of delectable Birds Eye Chicken!

They'll love all the *à la* things blended with the superb chicken in its smooth sauce made of rich chicken gravy . . . the sliced savory mushrooms, bright red pimientos, and farm-fresh Birds Eye Green Peas.

Served to the accompaniment of red, ripe tomato wedges, this dish is a *reputation maker!*

And practically *no work*. For Birds Eye Chicken à la King comes ready to heat, with all its savory lusciousness sealed in by the miracle of *quick-freezing* . . . Just pop in the pan, add a little milk, and turn on the burner.

Your Birds Eye Storekeeper has plenty of Chicken à la King now. Look over his Birds Eye vegetables, fruits, poultry, seafoods, too.

RECIPE

for CHICKEN À LA KING IN PARSLEY RICE RING

2 boxes Birds Eye Chicken à la King
1 cup milk
1/4 cup minced onion
1/4 cup butter or other fat
4 cups hot cooked rice*

1 teaspoon salt
1/2 teaspoon pepper
1/4 cup minced parsley

Heat chicken à la king with milk as directed on the package.

Sauté minced onion in fat until lightly browned. Add salt, pepper, parsley, and rice; mix well. Form into ring on hot serving platter, shaping with spoon. Fill center with luscious Birds Eye Chicken à la King. Garnish with parsley. Serve with broiled tomato wedges. Makes 5 or 6 servings.

*1 1/4 cups uncooked rice yield 4 cups cooked rice.



HAVING HIS PORTRAIT MADE, G. W. HILL CHARACTERISTICALLY WORE HIS HAT, SMOKED A LUCKY STRIKE

GEORGE WASHINGTON HILL DIES

ADVERTISING TECHNIQUES OF THE MAKER OF LUCKY STRIKES REVOLUTIONIZED U. S. SMOKING HABITS

"Before I die the total number of cigarettes sold in the U.S. annually will be from 200 billion to 225 billion," George Washington Hill once said. This is quite possibly the only understatement of which he was ever guilty. In 1917, when he launched his beloved Lucky Strike on the cigaret market, the U.S. was buying about 30 billion cigarettes a year. When he died last week in his Quebec fishing camp at the age of 61, the U.S. was buying more than 300 billion cigarettes a year. The man mainly responsible was George Washington Hill.

He was able to bring this about because, like any zealot, he devoted his entire life to his company and particularly to one product, the Lucky Strike cigaret. When he maintained a country home at Irvington, N.Y., tobacco plants grew in the flower beds. The garden contained not only a statue of Venus de Milo but one of the famed Bull Durham bull. Every room had a radio so that Hill might never miss a Lucky Strike broadcast, listening to which was, for him, a hushed rite. Two of his three wives were former secretaries and the Hill domestic life was occasionally interrupted by the dictation to Mrs. Hill of a sudden advertising in-

spiration. Two Hill dachshunds were named Lucky and Strike. A guest tactless enough to light a Camel or Chesterfield at the Hill dinner table received a friendly but firm lecture on the value of the lighter, the finer, the naturally milder tobaccos.

This single-minded faith, which moved mountains of American tobacco across U.S. cigaret counters, manifested itself most strikingly in Lucky Strike slogans, many of which Hill originated himself, although "IT'S TOASTED," the first of a hard-plugged line, was conceived by his father. "REACH FOR A LUCKY INSTEAD OF A SWEET" sparked a campaign which opened up the hitherto restricted woman-smoker market. For a time it also alienated candymakers in the U.S. "NATURE IN THE RAW IS SELDOM MILD" punched home the idea that Lucky Strike tobacco is exposed to heat and ultraviolet (Hill was a great lover of sun lamps). And as every school child presently came to know, "L.S./M.F.T." recited with all the tense drama of a radio operator on a sinking ship translates into "LUCKY STRIKE MEANS FINE TOBACCO."

Advertising men found more than casual re-

semblance between Hill and Evan Llewelyn Evans, the fearfully exacting client of Frederic Wakeman's best-seller, *The Hucksters*. Like Evans, Hill liked to wear his hat indoors, was also exacting and liked to give object lessons. He is reported once to have dragged an advertising aide to Tiffany's, asked to see a \$150,000 emerald necklace, exhibited the necklace to the aide with the admonition that this was the kind of finished work he wanted from advertising copy writers. Then he put the necklace down and stalked out. Hill also liked to dictate the way orchestras on his radio programs should play (fast and bouncy) and how singers should sing (Frank Sinatra supposedly quit the Hit Parade as a result).

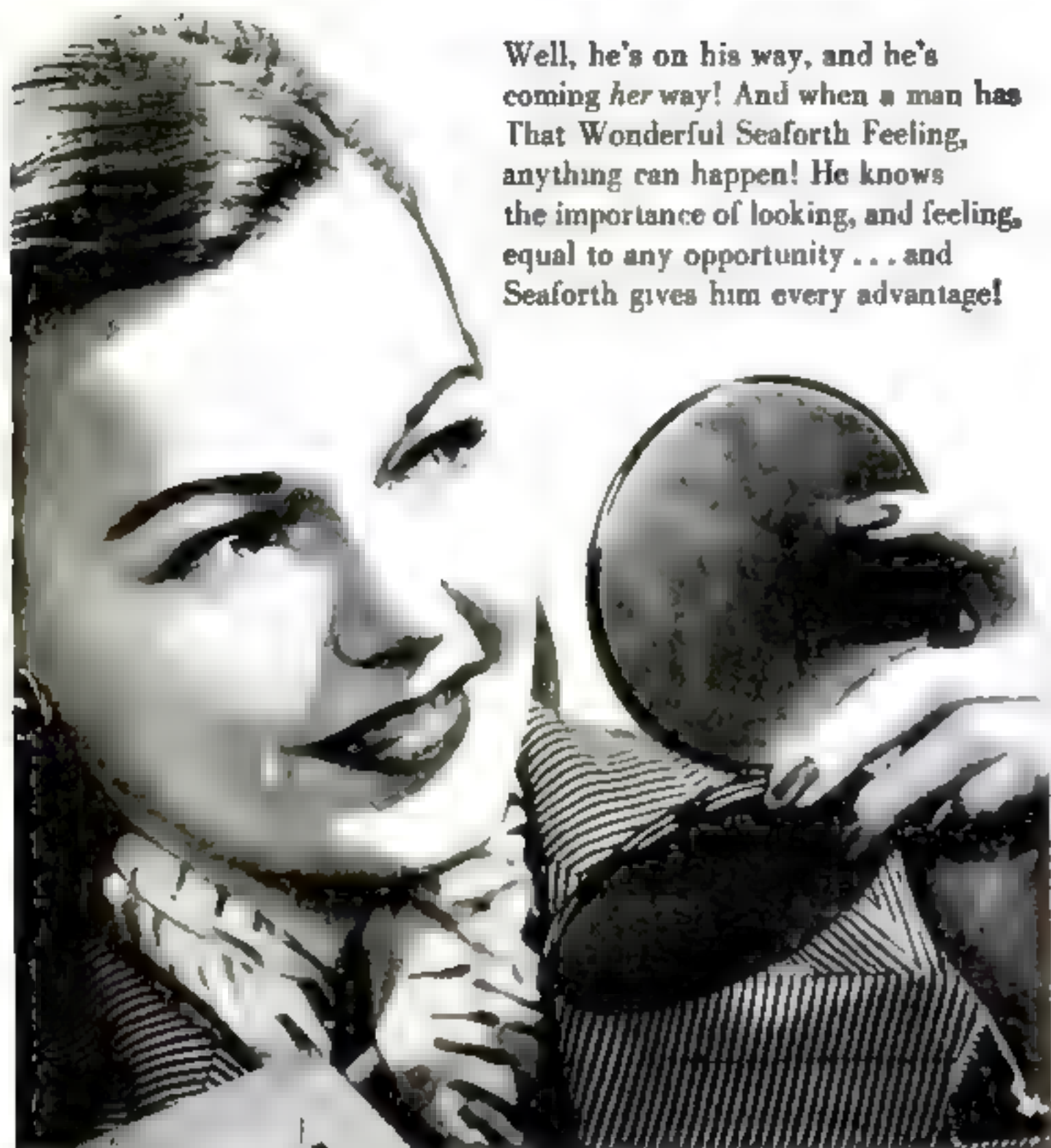
Hill spent some \$250,000,000 advertising Luckies in his lifetime, more than ever was spent advertising any other single product. But stockholders approved for, if Hill spent as much as \$20,000,000 for advertising in 1931, he also returned \$46,000,000 in profits in that bleak depression year. In turn they made him one of America's highest-paid executives. Hill, whose faith in American Tobacco extended to its president, was certain he earned it.

Reflection of Good Taste



"Now, there's
a man I'd like to meet!"

Well, he's on his way, and he's coming *her* way! And when a man has That Wonderful Seaforth Feeling, anything can happen! He knows the importance of looking, and feeling, equal to any opportunity... and Seaforth gives him every advantage!



Seaforth Set F—Shaving Mug, Shaving Lotion, Men's Talc, Hairdressing, Men's Soap... \$5.00 plus tax.

Eleven Seaforth Gift Sets... for those who want to give the gift of good grooming to some special man... \$2.00 to \$7.00 plus tax. At the best stores everywhere.

Seaforth!



FOR MEN
Who Reflect Good Taste

Shaving Mug • Shaving Lotion • Men's Talc • Men's Deodorant • Hairdressing Men's Cologne • Men's Hand Soap Liquid Shaving Soap



MUSSOLINI'S WIDOW WELCOMES A PRESENT OF FRUIT FROM A NEIGHBOR

MUSSOLINI FAMILY

Quicker than most, Mussolini's family has completed the cycle from shirtsleeves to shirtsleeves in one generation. Around 1908, when Mussolini met Rachele Guidi (*above*), she was a barmaid in Forli. As her husband rose to boss an empire, she moved to the pinnacle of fortune, living in a great Rome palace. But today Mussolini's widow, now 55, lives with two of her children in an apartment on Ischia, an island near Naples. Her younger son, Romano, plays with a band (*below*). Her younger daughter, Anna Maria, helps with the housework, baking and the raising of rabbits. (Edda Ciano, the elder daughter, released recently from the prison island of Lipari, lives near Pisa.) The Duce's widow has been receiving a small monthly allowance from the dead dictator's funds sequestered by the Allies, gladly accepts her lowly neighbors' gifts (*above*). She is not restricted to the island but has not left it. "Here at last," she recently said, "I have found peace."



MUSSOLINI'S SON, Romano, 18, plays the accordion in a neighboring bar. His older brother Bruno was killed in an air force crash during the war.



1. Everybody comes to Statler. Once it was Mr. A. A. Aladdin & genie. Somehow Statler service seemed to confuse the genie. Every time he tried to do something for his boss one of Statler's efficient staff was ahead of him. When you're a guest at Statler you really *are* a guest.



2. The Statler bath amazed them both . . . all that steamy hot water, the extra-lathery soap, and the snowy-white towels. When the genie drew a glass of crystal clear ice water right out of a tap he almost fainted. "Gosh," he said, "I've never even heard of this trick!"



3. Bedtime came, and the genie whipped up a flying carpet with a built-in sleeping bag. But Aladdin just sneered, "Look, genie, Statler's mattress has 537 built-in coil springs, and softer floating-comfort than anything you ever dreamed up, so 'magic' that moth-eaten rug right out of here."



4. Next morning the genie wanted to order breakfast, but Aladdin said "NO," and ordered it from Statler room service. It arrived piping hot, there was plenty of coffee, and the eggs were just the way Aladdin liked them. The genie was furious!



5. That night, after a delicious Statler dinner, the genie tried to call up an orchestra and some entertainers, but Statler had signed them first. "I'M JINXED," cried the genie, and vanished. But Aladdin just smiled; he liked everything at the Statler. And we think you will, too!



HOTELS STATLER IN
 BOSTON \$3.85 BUFFALO \$3.30 CLEVELAND \$3.00
 DETROIT \$3.00 ST. LOUIS \$3.00 WASHINGTON \$4.50

STATLER OPERATED
 HOTEL PENNSYLVANIA \$3.85 HOTEL WILLIAM PENN \$3.85
 NEW YORK PITTSBURGH

Rates Begin at Prices Shown

SHARE A MEAL—SAVE A LIFE!



STYLE with the accent on COMFORT

You'll get an entirely new idea of comfort and style when you treat your feet to Porto-Peds. Their built-in resilient air cushion and flexible Arch Lift supply luxurious comfort. Their distinctive styling is given added smartness through expert crafting of finest leathers.

**PORTAGE
SHOE MFG. CO.**

*Inc. of Wisconsin
Shoe Mfg. Co.
Milwaukee 1, Wisconsin*

THE ZEPHYR
Model 2353
Hogar Branch



PORTO-PED
Air Cushion Shoes

PORTO-PED Air Cushion
★ Yields with every step
★ Absorbs shocks, jars
★ Keeps you foot-fresh



"YOU'RE PRETTY," SAYS TONY AS HE SEES HIS MOTHER FOR FIRST TIME

A BLIND BOY SEES

Five years ago Tony Upton was born with cataracts over both his eyes. He could barely distinguish between light and dark. His mother, widowed when Tony's father was killed in an auto crash, got a job in a Cincinnati machine-tool plant and saved money for an operation. Three operations failed. Last week, after a fourth operation, the bandages were removed and Tony, who knew none of the miracles of light and color, could see. First he fondled his mother's face (see above), and asked her what color her dress was. "Green like the grass," she told him. From then on life has been a bewildering succession of new sensations. Riding a merry-go-round, he asked, "Is this flying?" Donkeys, he found, "have funny ears." When he rode a pony, he remembered the smell. He didn't know how to use a drinking fountain or how to smile. But he caught on quickly. The doctors said that Tony would be able to go to school next year just like any other child.



COLORING BOOKS fascinate young Tony. He has received about 20 as gifts, and he works at them constantly with results that are amazingly good.



**This goblin will get you...
if you don't watch out!**

Rain and dampness are great for flowers and mushrooms—and great for the Rust Goblin, too! So, even though the New Departure Coaster Brake on your bike is sealed against rust-ruin and dust-ruin... make sure to play fair with your bike.

Those good ol' dependable New Departures are tops for smooth powerful braking action—yet they're lightest in weight. Just take reasonably good care of them—and they'll take care of you! Give your bike a break with the New Departure Coaster Brake—"The Brake of the Day."

Have you read the fun-filled booklet "Pedalers' Progress"? Send postcard for your free copy.



New Departure
Coaster Brakes

New Departure, Division of General Motors, Bristol, Conn.

Styled
in Wisconsin
—The Nation's
Playground



Lakeland
SPORTSWEAR

"Rodney" Leather Coat
—protects you handsomely

Mr. He-man, here's your coat. You can stick out your ears and laugh off icy winds in this roomy pony-horsehide beauty, lined with red wool. See your Lakeland dealer—or write for his name.

Lakeland Mfg. Co., Sheboygan, Wis.

Open House...Have a Coke



...there's nothing like the friendly pause

After school is the happy time when young folks like to get together to discuss "what's new" and pass the time of day. And to add to the fun, of course, there's nothing like frosty bottles of sparkling Coca-Cola. Yes, when Sue or Sal says "Come over and *Have a Coke*"—that's the high-sign for *the pause*

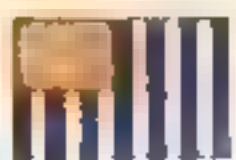
that refreshes. It's the simplest, friendliest way in all the world to say, *You're welcome, folks,* to one and all.

Coke = Coca-Cola

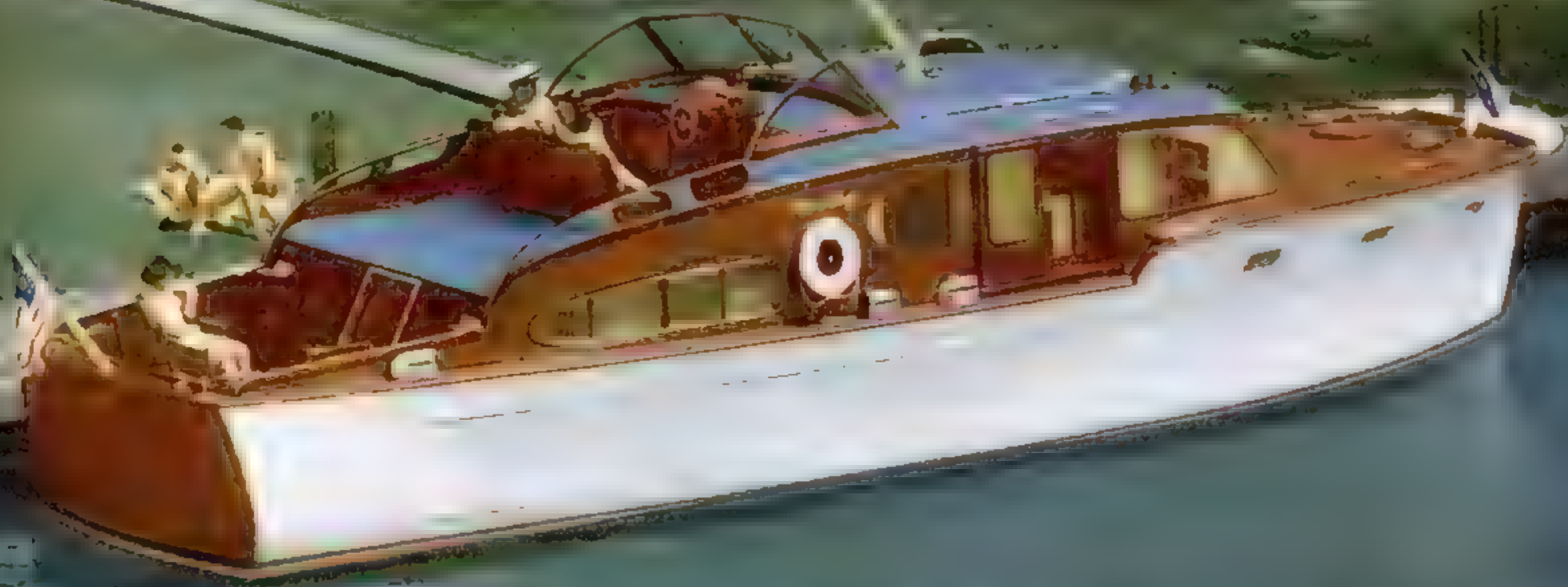
"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.



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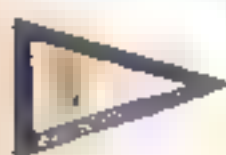
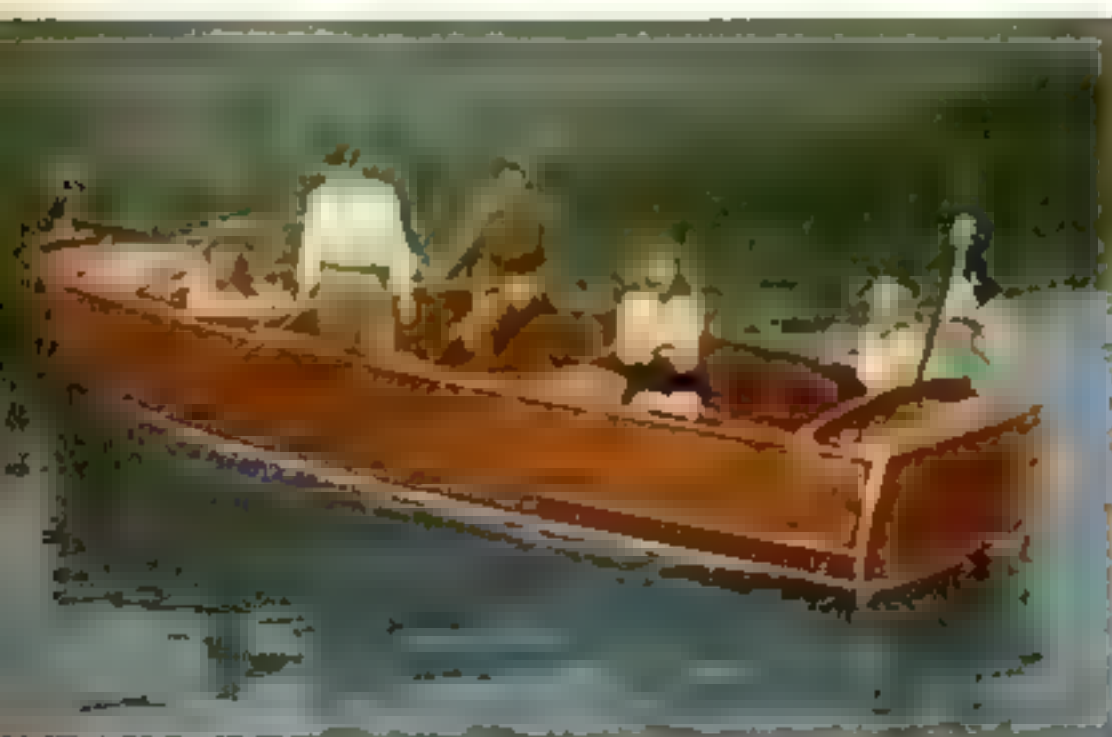
Flagship of 1947 Chris-Craft fleet—new 46-ft. Double Cabin Enclosed Cruiser. Flying Bridge, living quarters for 4 couples... speeds to 24 m.p.h. Also new 40 and 40-1/2 Double Cabin Enclosed Bridge Cruisers... speeds to 20 to 24 m.p.h. Smartly styled, built for a appointed.



Command a new 1947



Smart new Runabouts in 16 and 17-ft. lengths, with speeds up to 37 and 39 m.p.h. The colorful new 20-ft. Custom Chris-Craft Runabout, with speeds to 39 m.p.h., shown, is sure to carry the heaviest of the work a foremost valet club. Better buy your Chris-Craft now.



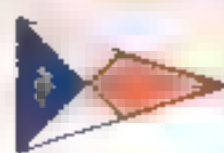
New 22-ft. De Luxe Utility Boat. Sturdily built for a lifetime of fishing and fun... speeds to 36 m.p.h. Plenty of room for fishboxes and gear. Chris-Craft quality throughout. Just the job for you.



New Express Cruiser. Streamlined, modern this Chris-Craft 25-footer is years ahead in design and performance... 2 berths forward... speeds to 36 m.p.h. big cockpit aft for fishing, sun bathing.



New 36-ft. Double Stateroom Enclosed Cruiser. Big deckhouse, living quarters for 3 couples, speeds to 24 m.p.h. Unobstructed deck aft with room to swing a fishing rod.



Here you are, Captain! A great new Chris-Craft model for 1947*... the fastest, trimmest squadron that ever offered a man relaxation and enjoyment. Select one of these beauties for yourself NOW. This is the new 27 ft. Super De Luxe Enclosed Cruiser. Two berths plus a dinette which converts into a double bed. speeds to 24 m.p.h.



Chris-Craft!



New 23-ft. Chris-Craft Express Cruiser... modern design... peak performance... speeds to 12 m.p.h. ... 2 berths forward. This and all other Chris-Craft models are salt water equipped.



New Sportsman for sportsmen the world over... a big carrying capacity all-purpose Chris-Craft, that will provide carefree rest and relaxation for you. 25-ft. overall... speeds up to 34 m.p.h. ... the finest craft of its class afloat.



This view shows the inviting interior of the new 1947 Chris-Craft 26-ft. Enclosed Cruiser. The lowest priced Chris-Craft Cruiser.

*We're building and shipping more Chris-Craft today than ever before... Deliveries on most models are now available... See your Chris-Craft Dealer for details on all new 1947 Chris-Craft. Buy now, then

Command your own

Chris-Craft

CHRIS-CRAFT CORPORATION, ALGONAC, MICHIGAN

**WORLD'S LARGEST BUILDERS
OF MOTOR BOATS**



"Whiskey on Its Way to Age"—painted at the distillery by the famous artist, Paul Sample

**88 years at fine whiskey-making
makes this whiskey good**

IMPERIAL
Reg. U.S. Pat. Off.
Hiram Walker's Blended Whiskey



86 proof The straight whiskeys
in this product are 4 years or
more old 30% straight whiskey
70% grain neutral spirits. Hiram
Walker & Sons Inc., Peoria, Ill.



MERCEDES McCAMBRIDGE STRIKES BALLET POSE AS NAIDI, HEROINE OF BEN HECHT'S "SPECTER OF THE ROSE," WHICH SHE PLAYED ON THE AIR

Mercedes McCambridge

Radio star shows her versatility

Compared with her eager, vibrant voice, now one of the most familiar in radio, the fine figure and versatile face of Actress Mercedes McCambridge, 29, are unknown assets. Assigned to show her in action, Photographer George Karger posed her in an imagined scene from her radio play, *Specter of the Rose*. Karger used a negative on which a 25¢ rose had already been exposed, then shot Miss McCambridge in the costume and position of the ballerina whose story she enacted for the microphone.

Miss McCambridge, wife of a writer and mother of a 4-year-old son, is currently appearing in a staggering number of radio programs—among them *Big Sister*, a soap opera; *Gang Busters*, *Inner Sanctum*, *Dick Tracy*, *Bulldog Drummond*, *The Thin Man*. Less work a day was her fine part in the recent prize-winning *Portrait of a Girl*, on Mutual Broadcasting's Carrington Playhouse. On the next page, repeating certain scenes from this love story, she displays her remarkable talent for facial expression.



EVERVESS ...Yes, Yes!

Yes... Evervess is Bonded for quality!

Bonded by a famous SURETY COMPANY to be as fine as any sparkling water at any price—or money back!

Yes... Evervess—a dime-size bottle for a nickel!

12 full ounces—enough for 2 or 3 mixed drinks. Only 5 cents! Get a half dozen bottles in the handy Evervess carrier!



The New Sparkling Water!

MADE BY
PEPSI-COLA CO.

Preferred the world over

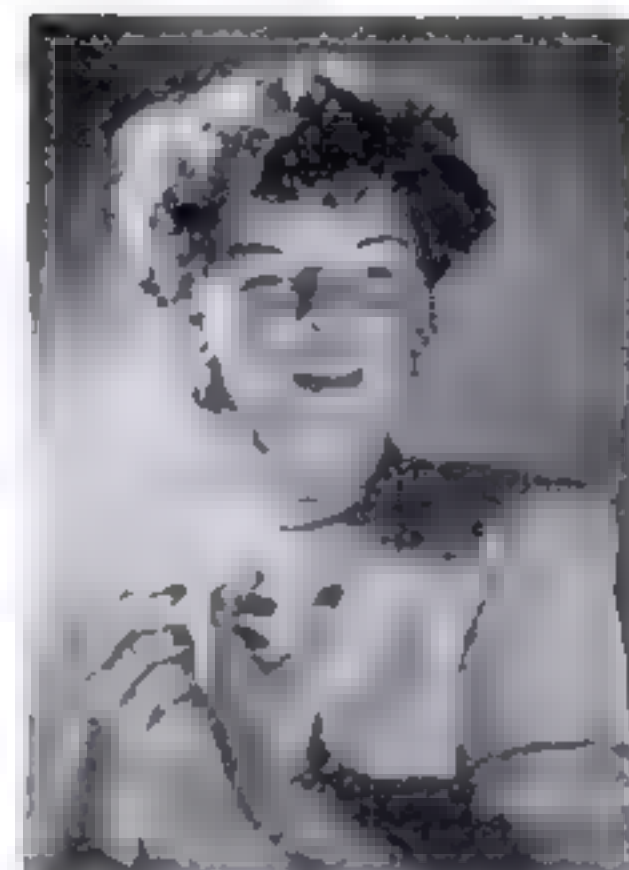
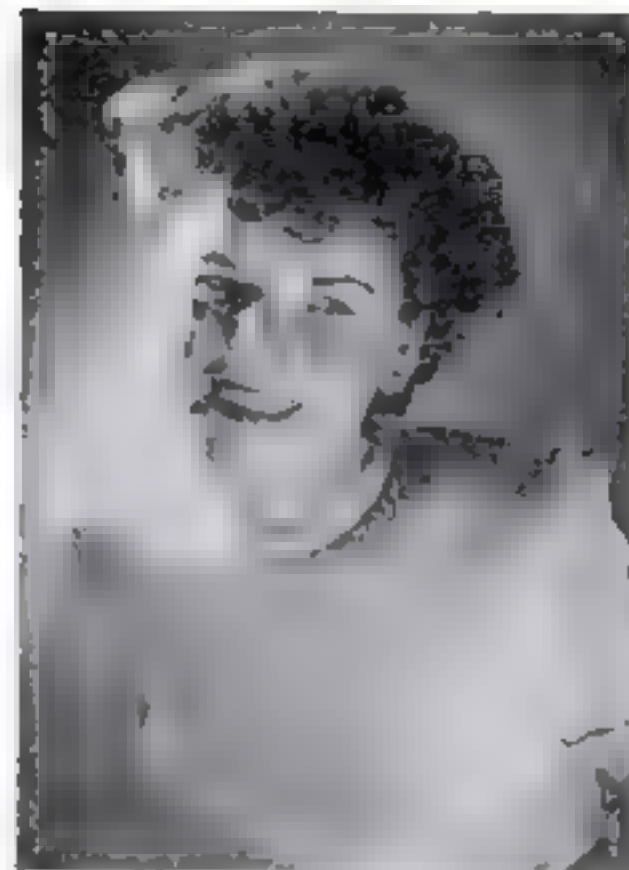
VAT 69

*-the finer-tasting
Scotch Whisky!*

Quaker Oats

PARK & TILFORD IMPORT CORP., NEW YORK, N. Y. • BLENDED SCOTCH WHISKY • 86 PROOF

McCambridge CONTINUED



CATALOG OF ECSTASY is mirrored in Miss McCambridge's face as she reads her lines in *Portrait of a Girl*, the story of a lonely, lovesick young woman and her brief romance with an artist. As the girl, Miss McCambridge, who studied drama on a four-year scholarship at Mundelein College, Chicago, throws her whole personality into her role, quite naturally assumes the expressions above as she remembers each treasured moment of the imagined affair. Many of Hollywood's more glamorized beauties give less credible facial performances.

CONTINUED ON PAGE 58



HER RING—Five star-bright diamonds set with distinctive beauty in white gold.

She's Engaged! *She's Lovely!* *She uses Pond's!*

THE NEW "BLUSH-CLEANSING" Marjorie Carolin uses for her smooth complexion will give your skin

- an instant clean-sweet look
- an instant softer, silkier feel
- and bring up a charming blush of color

THIS IS HOW TO "BLUSH-CLEANSE" your face as Marjorie does.

You *moist* your skin by pressing a face cloth drenched in warm water against your face and throat.

You "*cream-cleanse*" while your skin is receptively moist and warm. Spin generous fingers full of snowy Pond's Cold Cream upward in circles, as if drawing engagement rings all over your face. Pond's *demulcent* action gently loosens dirt and make-up as your fingers swirl. Tissue off.

You "*cream-rinse*" with a second thick Pond's creaming. Spin about 25 little Pond's Cold Cream engagement rings up over your face. Tissue off.

You *tingle* your clean, clean face with a good splash of cold water. Blot dry.

THAT'S ALL! . . . "And my face feels so soft, looks smoother, glowier, right away," Marjorie says.

Every night—give your face the complete "Pond's Blush-Cleansing." Every morning—give your face a once-over "Blush-Cleansing": a warm splash, quick rings with Pond's Cold Cream, tissue off, then a cold splash.

Invite the soft-smooth Pond's "engaged look"! Dip your fingers deep into a big jar of Pond's Cold Cream night and morning—every day. The 6-ounce jar is a lovely size to use.



"I love this Pond's new Blush-Cleansing," says Marjorie



Diamonds and Pond's! These nine diamonds—valued at twenty thousand dollars—are destined for some of the loveliest engaged girls in America.

AMONG THE MANY BEAUTIFUL WOMEN OF SOCIETY WHO USE POND'S!

The Marchioness of Carisbrooke	
Mrs. Lawrence W. Earle	Mrs. Robert Bacon Whitney
The Duchess de Richelieu	Mrs. Charles Morgan, Jr.
The Lady Victoria Montagu-Douglas-Scott	
Gladys, Countess of Winchelsea	Mrs. Ernest L. Biddle
Miss Cynthia McAdoo	Mrs. John H. G. Pell
Mrs. William Rhinelanders Stewart	

THAT CLEAR-EYED LOOK!

You look fresher and the world looks brighter to you, when your eyes are clear and refreshed—and one of the most pleasant, effective ways to keep them that way is with delightfully soothing Eye-Gene.

Just two drops of safe, colorless Eye-Gene quickly clears away that tired look when your eyes are strained from close work, sun glare, the movies—from driving—from late hours, over-indulgence, smoke. Eye-Gene contains Lexatol*, an ingredient not found in any other eye preparation, which makes Eye-Gene so effective so quickly!

Today, at your drug store or toiletry counter, remember to ask for gentle Eye-Gene in its handy eye-dropper bottle. Eye-Gene is safe, pleasant, easy-to-use . . . comes in 20¢, 60¢ and \$1 sizes.

EYE-GENE *eye drops*

*Registered trademark



Edwards
SHOES FOR CHILDREN

He'll remember this shoe—for life!

Proper children's shoes *today*, mean benefits in foot health—for life. The fit and quality of Edwards helps little feet grow to sturdy maturity. Nearly 50 years' specialization makes Edwards leaders in children's foot comfort for all ages, from Toddlers to Teensters. Look for the name Edwards on the sole of the shoe. Buy, with perfect confidence, at this sign, or write us today for the name and address of your nearest dealer.

Edwards 314-22 N. 12th Street, Phila. 7, Pa.



McCambridge CONTINUED



AT HER HOME in Brewster, N.Y. Miss McCambridge slides down the hay wagon with her son John, 4. This was the last load of hay loaded in their barn.



SON'S SAILBOAT was sent from Haiti, where Miss McCambridge's husband, William Fifield, former radio writer, is writing his first full-length book.

ONLY RCA VICTOR MAKES THE VICTROLA



**FINEST TONE SYSTEM
IN RCA VICTOR HISTORY**

This symbolizes the exclusive new "Golden Throat," the amazing RCA Victor 3-Way Acoustical System. This thrilling development is explained technically in a booklet attached to every RCA Victor instrument.

Listen to this magnificent Victrola* with the "Golden Throat!"

SLIDE on a pile of your favorite records... or dial in a good radio program (here or overseas) then listen—critically!

This magnificent Victrola radio-phonograph has the breathtaking beauty of tone of the "Golden Throat"... and the exclusive "Silent Sapphire." This featherweight, jewel-point pickup floats on your records, adding years to their life. No needles to change—no annoying needle chatter.

Nobody else but RCA Victor can offer so much! For who matches RCA's 26-year en-

gineering "know-how"—who even comes close to Victor's 47-year musical leadership?

There's a convenient, new roll-out record changer. It glides in and out at a touch—the cabinet top stays down. Lavish record space. Electric pushbutton radio tuning with per-

sonalized treble and bass controls... Three broadcast bands, with built-in ground and antennas for foreign and domestic reception.

You can take your choice of handsome Chippendale-style cabinets in fine walnut or mahogany veneers.

*"Victrola"—T.M. Reg. U.S. Pat. Off.



RCA VICTOR

RADIO CORPORATION OF AMERICA

The secret of a Snider Barbecue!

Word got around that Grandma Snider just made a batch of that wonderful catsup of hers. Nothing would do but a barbecue. "Land o' Goshen," as Grandma says, "there's no better way to enjoy real country-kitchen catsup than on the woody fragrance of barbecued meat." Ordinary store-bought catsup won't do. It must be rich and full of fresh tomato that's spiced and creamed as smooth as satin.

That Super Tomato...

It was Grandma who put Farmer Snider up to raising that gorgeous Super Tomato of his. "You're mighty fond of good catsup," she teased him. "Well, you raise me a special batch of plump tomatoes that are bursting with flavor. I'll show you what real catsup tastes like." And Farmer Snider did just that!



Besides Snider's Catsup there's a whole line of delicious Snider's vegetables and fruits in can and jar... and there's Snider's Chili Sauce, the real Old Fashioned kind Snider's Cocktail Sauce so spicy and tangy.... with that *Special Snider Flavor* If the Snider Folks put it up... it tastes like home

... and Grandma Snider's Country Catsup

When Grandma Snider's famous recipe got together with those wonderful Super Tomatoes—that was the day! Snider Folks—and folks all around who tried it—will never be satisfied with anything less than Grandma Snider's wonderful catsup. It outgrew Grandma's kettle. But the same country-kitchen goodness is sealed in those bright Snider bottles. Buy Snider's Catsup at your grocer's.

The Snider Folks

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ANTI-COMMUNISM IN ITALY DRAWS STRENGTH FROM MILLIONS LIKE THESE, SHOWN THRONING ST. PETER'S FOR VIEW OF THE POPE

Does Europe Face Holy War?

A dynamic new political movement called "Christian socialism" has arisen to meet the challenge of Communism in Western Europe

by PAUL HUTCHINSON

Managing editor of the "Christian Century"

WESTERN Europe is moving fast toward a showdown with Communism. Few Europeans doubt that any longer. They have only to read a single day's proceedings of any international conference in which Mr. Molotov has figured. But what form will this showdown take? Will it be Stalinism versus a recovering capitalist conservatism? Will it be Moscow socialism versus old-line social-democratic parties? Or will the final antagonists be Russian-inspired Communist parties versus parties standing for an evolutionary socialism based on the principles of Christianity—anti-Communist parties inspired by the Christian churches, drawing their strength and leadership from Christian church members and often proclaiming themselves "Christian" in their very party names?

Recent elections suggest that the showdown will likely be between Christians and Communists. In France, in Italy, in Norway, in Hungary, Austria, Czechoslovakia, Belgium, Holland and Germany, wherever anything approaching free elections have been possible, the outcome has followed a strikingly similar pattern. Almost everywhere the returns have

shown Communist parties growing, social-democratic parties barely holding on or losing ground and new "Christian" parties either topping the polls and moving into strategically powerful positions in national parliaments or taking over leadership altogether. There are now presidents or prime ministers from religious parties in France, Italy, Hungary, Aus-

Paul Hutchinson, managing editor of the *Christian Century*, the U.S.'s leading Protestant nonsectarian publication, has been assigned by *LIFE* to report on the state of organized Christianity abroad. He is now in Europe, will soon proceed to India and China. In this article, his first, he shows how religion in Western Europe, far from having been weakened by the war, has emerged as perhaps the only political force capable of defeating Communism. This account of the new "Christian socialism," will interest U.S. Protestants and Catholics alike.

tria and Holland. The Catholic party holds most of the seats in the Belgian parliament, while in Germany the Christian Democratic Union (or the Christian Social Union as it is called in Bavaria) is the top party throughout the American, British and French zones. The two campaign slogans which stir Western Europe today are "Vote Communist!" and "Vote Christian!"

This development has grown so swiftly out of postwar confusion that many observers fail to grasp its tremendous significance for Europe as a whole. They read that the premier of traditionally conservative Protestant Holland is a liberal Catholic or that a republican Protestant pastor is president of equally conservative Catholic Hungary. But they see these only as isolated, if somewhat surprising, events. Yet many of those who follow European developments most closely are convinced that the battle line for the great showdown is being drawn with the Communists in one camp and, in the other, the Christian churches.

Such is the view taken by the Pope. There are few more astute observers of European politics. Before he mounted the papal throne, Pius

LOOK!

*It doesn't show
on my
skin!*



Why smear messy stuff on skin irritations when you don't have to? Apply *invisible* ZEMACOL. It provides a soothing film of medication that quickly relieves the itching and burning. *And it doesn't show on your skin!*



- ✓ **INVISIBLE**—Like a transparent bandage—no one knows it's on but you.
- ✓ **GREASELESS**—doesn't stain clothes or bedding.
- ✓ **MEDICATED**—Antiseptic, Germicidal, Fungicidal. Kills germs, bacteria, fungi on contact.

Ask your druggist for ZEMACOL today—50¢ and \$1. Full purchase price refunded if you are not satisfied.



A Norwich Product

EUROPE'S HOLY WAR? CONTINUED

XII had spent decades in the diplomatic service of the Vatican. As a papal nuncio he dealt at first hand with Hitler's totalitarianism. He has roamed the world, including the U.S.; he is at home in nine languages. And in the Vatican's diplomatic agents today he has the most extensive information service in Europe. Long before the war ended the Pope began to give powerful if indirect encouragement to lay Catholics who were planning to launch church political parties in Western Europe. Finally, on the eve of the recent Italian and French elections, he appealed directly to the faithful in a sensational address urging them to go to the polls and choose between "the champions or the wreckers of Christian civilization."

The issue in Europe, the Pope declared, is whether the institutions of that continent "will continue to rest on the firm rock of Christianity, on the acknowledgment of a personal God, on belief in the spiritual dignity and the eternal destiny of man"; or whether, instead, the people of Europe "will choose to entrust their lot for the future to the unfeeling omnipotence of a materialistic state, without any ideals that stretch out beyond this world, without religion and without God." The appeal apparently carried weight, for the next day the Catholic party in France won the top position in the Constituent Assembly and both Communists and Socialists lost ground, while the Catholic party in Italy piled up more than 8,000,000 votes—almost double those of either Communists or Socialists.

Protestant leadership in Europe has not yet committed itself as deeply to direct intervention in politics. But it is everywhere apprehensive of Communist advance. Like the Pope, it sees in that advance a threat to its fundamental Christian beliefs. It is convinced that the only ground on which Europe can achieve stability is by recognizing the authority of moral law. Therefore if the materialistic dogmas of Communism continue to win ground, the present ostensible neutrality of the Protestant churches toward European politics is likely to vanish. Already, despite the absence of official church endorsements, hundreds of thousands of Protestants have rallied to the Christian People's party in Norway, the Christian Democratic party in Italy, the Small Landholders party in Hungary, the Mouvement Républicain Populaire in France, the Christian Democratic Union in Germany. European Protestantism may not yet have declared open war on Communism as the Pope has but it is moving toward battle stations.

The Christian alternative to Communism

THIS development will probably shock most American Christians, especially Protestants, among whom separation of church and state is a deep-rooted tradition. Already some of them are accusing the Pope of fomenting a holy war. To them such titles as a "Christian People's party" carry overtones of Klanism. But before they condemn their European brothers, they need to take a hard look at what is happening in Europe.

The only place to start any realistic study of European politics today is with the fact that the old capitalistic, bourgeois Europe is dead. The debris through which an American picks his way around Le Havre or Berlin or Warsaw—or even London—is as much symbol as reality. It marks the disappearance of a social order as well as the travail of great cities. Most of Western Europe has been reduced to a brute level of poverty. Its people do not have enough to eat or to wear; millions do not have a roof over their heads or even a piece of ground of their own on which to begin building again. If Western Europe is not to disintegrate into anarchy, some new social order must be erected on the ruins.

Into this chaos have come the Communists. They are the one organized group with clear, fixed goals. Russia is their advertisement. With her example and power behind them, Communist parties are pressing forward all over the Continent. But millions of people in the Communist path, however desperate their condition, still do not want a new order on the Russian pattern. Under Russian occupation they have seen enough to be thoroughly terrified. That may also be true on the eastern side of the "iron curtain," as the strength of the Peasant party in the Polish elections would suggest, but if it is, the people there as yet have no way of making that fact known. What the masses of Western Europe want is a social order that will protect them against both state tyranny and Moscow control.

To old-line social democrats this should mean a supreme opportunity. In regions that have not been utterly shattered—England, Scandinavia, the Low Countries—they may be able to seize it. But the social democrats are badly handicapped by their past record. What German can forget Weimar? In the present crisis they are

CONTINUED ON PAGE 64

Who says business and pleasure don't mix?



1. **PULLMAN** has been making business trips a pleasure for more than 80 years! When you travel by Pullman, you enjoy *service, comfort and safety* that no other way of going places fast can match.



2. **SERVICE!** Pullman employees take pride in extending to you the travel hospitality for which Pullman is world-famous. Their courteous attention to your every wish helps make your Pullman trip a memorable event.



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4. **SAFETY!** No worry about weather, roads or mountains in an all-steel Pullman car. You *get there*—on the *dependable* schedules business trips demand. So who says business and pleasure don't mix? When you go Pullman, *your pleasure is our business!*

FOR A RELAXING "OVERNIGHT VACATION"
BETWEEN TWO BUSY DAYS...

Go Pullman

THE SAFEST, MOST COMFORTABLE
WAY OF GOING PLACES FAST!

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BEST FORM

Girdles
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*no finer fit
at any price*

Double Protection Against Scorching, Burning!

TEL-A-MATIC IRON

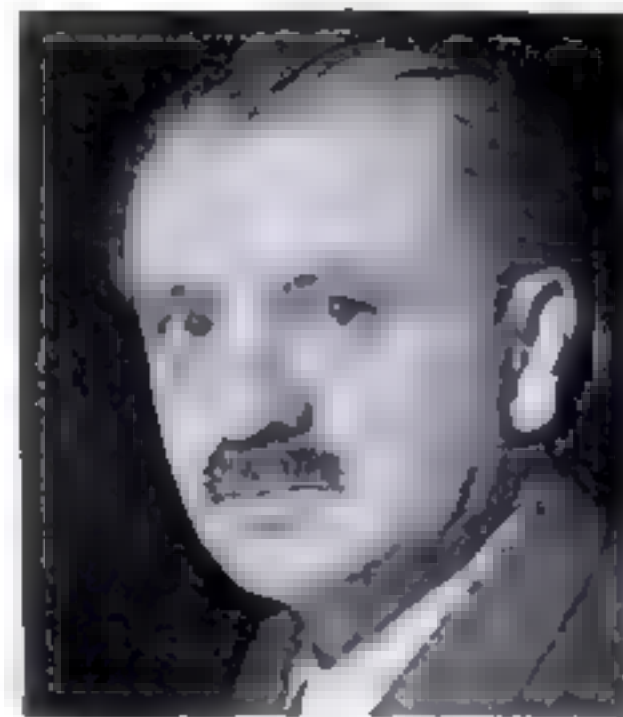
Now! Ironing's safer—faster! Just set Tel-A-Matic Dial for the fabric. Watch the Tel-A-Matic Light. In a jiffy, Knapp-Monarch's exclusive embedded element heats sole plate to just the right temperature. "GO!" says the light. Then you glide the perfectly balanced iron over the fabric. Not a worry about scorching, sticking! Reserve yours now!

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Mfrs. of Knapp Shavers, Therm-A-Jugs, Sparklets, Magik Mist, Moth Vapor.



CATHOLIC Leopold Figl of Austria is chancellor of a coalition cabinet.



PROTESTANT Tildy, premier of Hungary, heads conservative nation.

EUROPE'S HOLY WAR? CONTINUED

acting with the same indecision. Where they now hold office, as in Sweden and Belgium, they are so afraid of alienating some of their support by attempting too much that they attempt too little to win the loyalty of the war veterans and the youngsters. Too many social-democratic parties are run by tired, wary old men.

But if the Social Democrats cannot meet the Communist challenge, are there any parties that can? If there are, they are probably the "Christian" parties. These are still a hybrid lot, but the breath of life is in them. They have come out of the war and the concentration camps, yet they are the product of forces that were at work before the war. In many instances they are a continuation of the important part played by the churches in the underground war against fascism. "When the war was over," one young Norwegian told me, "Socialists said to our churches, 'Thank you so much for all you have done to fight Hitler. But now go back to your corner and don't try to tell us how to run politics.' Well, we don't intend to go back into a corner. That's why we have founded our Christian People's party."

The Christians who have launched these parties see them as far more than a bid for offices. They believe that the European crisis is basically spiritual and that the political, social and economic future depends on what kind of faith triumphs. The Christian faith, they remind their recruits, rests on a view of the nature of the world and life which is fundamentally opposed to communism and which must be preserved at all costs if Western civilization is not to lapse into slavery.

Wherever these religious parties operate, the church denies that it has gone into politics. Technically this is true. The Pope did not command Catholics to vote the Christian Democrat ticket in Italy or the M.R.P. ticket in France. The *Oberkirchenrat* of the Evangelical Church in Germany has never directed the Protestants of Württemberg to vote a straight C.D.U. ballot. Nevertheless all these parties will rise or fall in the degree to which Christian churchmen can be made to believe that they are acting as Christians by voting for them.

What do these church parties stand for? They vary from country to country. In France the M.R.P. draws its basic ideas largely from Jacques Maritain, the Catholic philosopher (now French envoy at the Vatican), the French Dominicans and the encyclicals of Pius XI. In Norway the Christian People's party is colored by left-wing Lutheranism. In Belgium and Slovakia and in the Protestant

CONTINUED ON PAGE 51



PROTESTANT Fangen, who died recently, led Norway's People's party.



CATHOLIC party in Holland is supported by Cardinal Johannes de Jong.

How careful are you of his thinner skin?

*here's a way to spare him a
more than daily discomfort*



You know how soft-as-satin your little baby's skin feels to your touch . . . it *actually is thinner* and more fragile than a grownup's.

That's why you are so careful to keep him dry, and to rinse every trace of irritating soap from his diapers. Are you equally careful in selecting your baby's bathroom tissue?

THREE THINGS TO LOOK FOR

The three things you want to look for in your baby's tissue are softness that cannot possibly chafe or irritate . . . high absorbency . . . and sufficient strength to prevent tearing and shredding.

More mothers are finding this perfect combination of qualities in ScotTissue than in any other brand.

It's "old linen" soft for comfort, wonderfully absorbent, yet strong enough for thorough cleansing. And you will find that

ScotTissue will be a real help in training your baby when he gets a little older.

TRY THIS FOR FEWER DIAPERS, EASIER LAUNDERING

For babies up to 6 months, try crumpling up 20 or more sheets of soft, absorbent ScotTissue and inserting in the diapers. You will have more dry diapers . . . less staining. Simply flush away the wet or soiled tissue. It's by far the most economical way to keep baby "comfy" and save on laundry, too. If you can't get ScotTissue every time, it's because the demand is so great.



New ScotTissue is softer than ever

"If men
only
knew—

WHAT WOMEN THINK
ABOUT MEN'S SHOES!"

says

Cheryl Walker

Star of the PRC production
"LARCENY IN HER HEART"

"They'd be careful to choose shoes that create the right impression. To me, correct styling indicates good judgment and good taste. That's why men are wise to wear the Rand Shoe."

You're smart, correct and confident in Rand Shoes, because they're so carefully styled from selected leathers. And the Rand flexible Freematic insole molds to your foot, makes walking a pleasure. Step out in Rand Shoes—and enjoy the difference!



Also Randcraft Shoes for men and young men at lower prices.

The **RAND** *Shoe*

MADE BY THE WORLD'S LARGEST SHOEMAKERS

ROBERTS, JOHNSON & RAND • DIVISION OF INTERNATIONAL SHOE COMPANY • ST. LOUIS 3, MO.

EUROPE'S HOLY WAR? CONTINUED

parties in Holland they stand on the right. Yet after admitting the differences, all have one common objective. They are anti-Communist.

That is one reason why the "Christian" parties tend to be a catchall for everyone who wants to resist Communism without entering another kind of Marxist camp. They are all—except the Dutch Protestants—groping toward some sort of socialist order. They have their conservative wings, but a recognition that the future Europe must work out its destiny along socialist lines is common to them all. Thus they favor the nationalization of utilities and communications, of most heavy industry, civil aviation, banking and insurance. They would extend social services to the limit. One of their German leaders exclaimed, "The Beveridge plan? We must go far beyond that! That's old stuff for Germany!" They are uncompromisingly against state totalitarianism and for the preservation of human freedom.

In general, therefore, it can be said that the rise of the church parties in Western Europe signifies the political activation of the Christian socialist ideal. Does "Christian socialism" sound strange to American ears? We are conditioned to think that any political movement with a socialist label must be secularistic, materialistic, antireligious and a threat to individual liberty. But Christian socialism is something else again. It is just as intent on preserving individual liberty as it is on exploiting the whole resources of the community to insure social justice. Ideologically it derives not from Karl Marx but from the prophets of Israel and the New Testament. It will grant the state enough control of the country's economic organization to provide every inhabitant with equal opportunity. But it will guarantee every inhabitant security in his person, his job and his worship.

What these church parties are seeking is social justice and human liberty. They purpose to stop the advance of Communism across Europe not simply by fighting it but by offering people something better.

They seek to preserve human values

DENOMINATIONALLY the church parties fall into at least three classes. Five are Catholic in source and leadership, three Protestant, two products of Catholic and Protestant collaboration. The M.R.P. in France is almost entirely Roman Catholic in origin; even its socialism derives from the Catholic left. The Christian Social Democratic party in Italy has a similar character. So has the Catholic People's party in Austria and the Catholic Conservative party in Slovakia, as their names suggest. It should be noted, however, that a large non-Catholic vote is credited with having been cast for the M.R.P. and C.S.D. in France and Italy, and even in Austria many Protestants are believed to have supported Chancellor Figl's party as the best way of opposing the Communists.

In Norway the Christian People's party, which astonished the nation by winning 10 seats in parliament while still in its first growth, is almost exclusively Protestant. In Germany the Christian Democratic Union is predominantly Catholic. Its opponents charge that it is nothing but a revival of the prewar Catholic Centrum, but in Protestant regions it shows a strong Protestant tinge. The C.D.U. demonstrates the ability of Catholics and Protestants to cooperate in a common cause.

A different state of affairs obtains in Holland. The Dutch have had three church parties for years—the Anti-Revolutionary party of the superfundamentalist Reformed Church, the Christian Historical party of the dominant Dutch Reformed Church and the Catholic People's party. But the two Protestant parties are still economically and socially conservative so that only the Catholic party remains to provide a church-inspired alternative to Communist revolution. The result registered in Holland's last election when the power of the Protestant parties declined while the Catholic party won top position with 32 seats in parliament. The young Protestants who know there is no hope in their denominational parties joined the Social Democrats. This latter party now combines with the Catholic party to form a government under a Catholic premier. But the Communists, although still a minority in Holland, cast the shadow of the struggle ahead by winning 40% of the votes in Amsterdam and showing strength in Rotterdam and other cities.

It must not be thought that all Western European churchmen, despite their dread of a Communist triumph, are joining these church parties. Many a Catholic priest and many a Protestant minister are wary of them. They argue that these parties place the name Christian in jeopardy of being spattered by political

CONTINUED ON PAGE 31

A.T.A. TRUCK ROADEO NATIONAL CHAMPIONSHIPS



WHO WILL THE CHAMPIONS BE?

THREE new truck-driver champions will be chosen at the 1946 "Roadeo" of the American Trucking Associations, to be held October 8th in Burnham Park on Chicago's lake front. Come and see the first official national truck-driving contest since 1941. Admission free.

Who will the new champions be?

They will be top-flight, depend on it—top-flight among a great body of transportation men who are trained and retrained in *Safety, Courtesy, Efficiency.*

Consider the truck record: Approximately 20,000 truck drivers a year now earn the Safe Driver Award of the National Safety Council. Some of these drivers have driven 16 years without an accident.

Consider this individual fleet achievement: The 1944-45 winner of the National Fleet Safety Contest operated 66 trucks and employed 68 drivers. The fleet covered 3,456,000 miles in one year with only five minor accidents. Sixty-

three trucks in this fleet are Internationals.

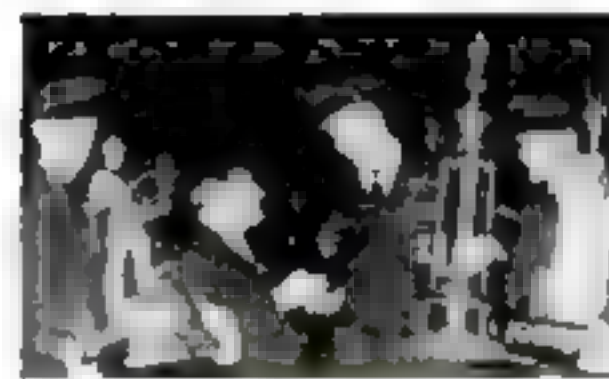
Now consider this 15 years' sales record of International Trucks: More heavy-duty Internationals purchased for commerce and industry than any other make—for safety, efficiency, long trouble-free performance, and economy.

Important, too, are the maintenance and service facilities International provides to keep all makes and models of trucks in top operating trim. These facilities are available everywhere from International Branches, the nation's largest company-owned truck-service organization, and from thousands of International Dealers.

Motor Truck Division
INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago 1, Illinois



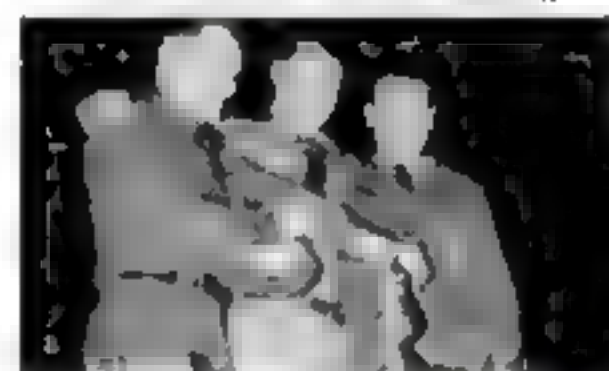
Other International Harvester Products
**FARM MACHINERY ... INDUSTRIAL POWER
ELECTRIC REFRIGERATION**



1941 champions, Leland Vandiver, Clarence Maas and Charles Gains. Vandiver and Gains won an International.



Winner in 1937 William Frederick, also won an International.



1940 champions, Clyde Shepherd, Orville Haffert, Charles Zimmerman. The last two drove Internationals.



Edson Smith, champion in 1939 and 1938, drove an International.

Tune in "Harvest of Stars" every Sunday, NBC Network. See newspapers for time and station.

INTERNATIONAL Trucks

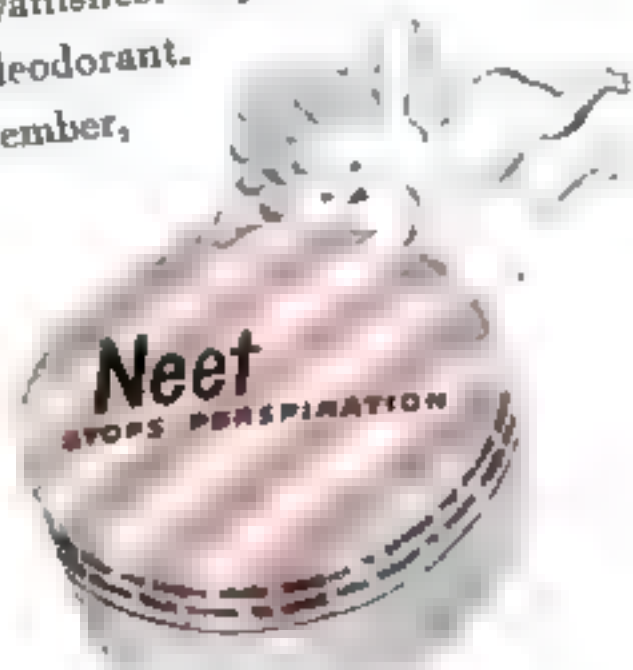


Neet—keeps you sweet
as an Angel!

Neet, the new cream deodorant, does its work in a twinkling . . . stops perspiration and perspiration odor instantly . . . harmlessly . . . effectively. Neet is such a luxurious deodorant cream to use. Tip your finger into Neet, it's like whipped cream: Delicately perfumed. Cool. Spreads like a dream and vanishes! Buy a trial jar. Compare it with your present deodorant. You'll love using Neet . . . and remember, Neet keeps you sweet as an Angel!

Neet
Cream Deodorant

Now in three sizes: 10¢, 25¢, and 43¢.



EUROPE'S HOLY WAR? CONTINUED

mudslinging. They fear that the conservative elements in them, if they gain the upper hand, will identify the churches with social and political reaction. And they reveal a justifiable anxiety lest the relativities and compromises inherent in politics weaken the position of the churches as the guardians of eternal verities.

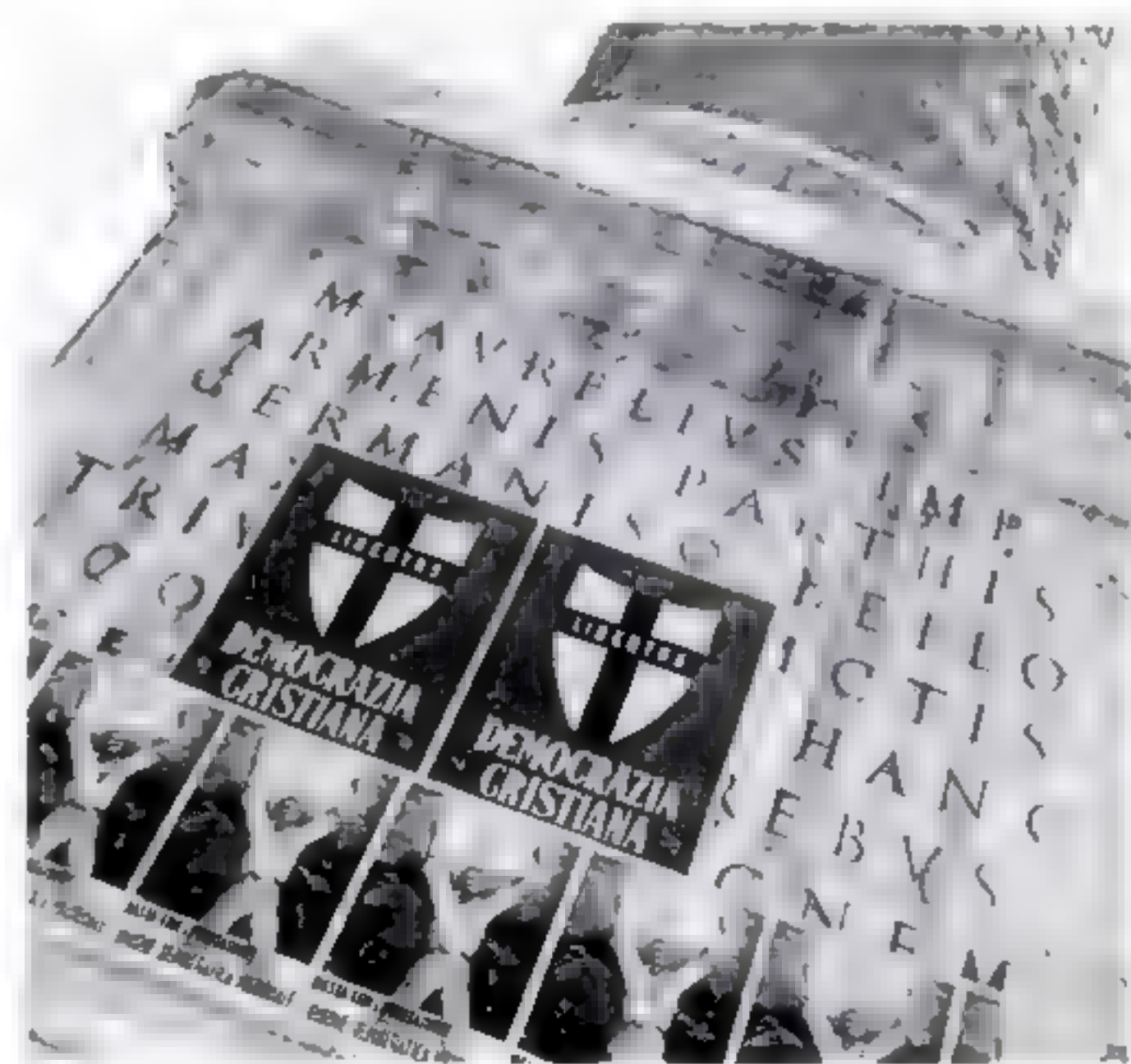
What rejoinder do the church parties make to this? The great need of today's exhausted and confused Europeans, they reply, is a religious faith able to rally them against the Communist faith. Christianity, they insist, is more than a theological doctrine; it is a way of life. Therefore they argue that the time has come for political parties which stand for human liberty and social justice to acknowledge the religious source of their being, glory in it and make it the focus of all their propaganda.

As far as the influence of conservatives who are now voting Christian tickets is concerned, the party leaders are not alarmed. They admit their existence but discount their importance. The old bourgeois order, they maintain, is dead beyond hope of resurrection. Only some form of socialism can rule Europe's future. The only question left to fight about is whether this will be a socialism that preserves human values. They know they cannot escape the relativities of politics. The underground experience of many churchmen taught them that before a positive good can be achieved one must sometimes choose between evils. In the present circumstances a measure of opportunism, of compromise becomes inescapable. But that does not make the "Christian" party title meaningless.

"We know that thousands who voted for our candidates have no idea what we mean by a 'Christian' party," acknowledged a C.D.U. member of the Landestag to whom I was talking one night in Stuttgart. "But we deliberately put that word 'Christian' in our title because we mean to keep a standard of eternal values by which to judge the acts of the party and its leaders. If the party goes wrong, if its leaders go wrong, we are counting on that word in our title to jerk us up to what is happening."

They need a constructive social program

WHAT are the prospects for Europe's church parties? In France, Austria, Belgium and Holland they are probably there to stay. In Norway and in Germany their left-wing elements may ultimately merge with the social democrats, with profit to both. In Italy much depends on the decisions of the strategists in the Vatican. In Hungary the life expectancy of the Small Landholders party diminishes daily. But in every case, one can predict, if they do not quickly formulate and popularize constructive social programs they will soon lose ground. At present they receive the votes of millions who have nothing better to vote for while the Communist pressure tightens. More than anything else the fear of Communism has created these parties and, more than anything else, fear of Communism will sharpen their fighting edge.



CATHOLIC-LED C.D.P. rallies the Italians against Communists, Italy's best-organized group, with posters on Piazza Colonna, the Roman Times Square.

Kodak

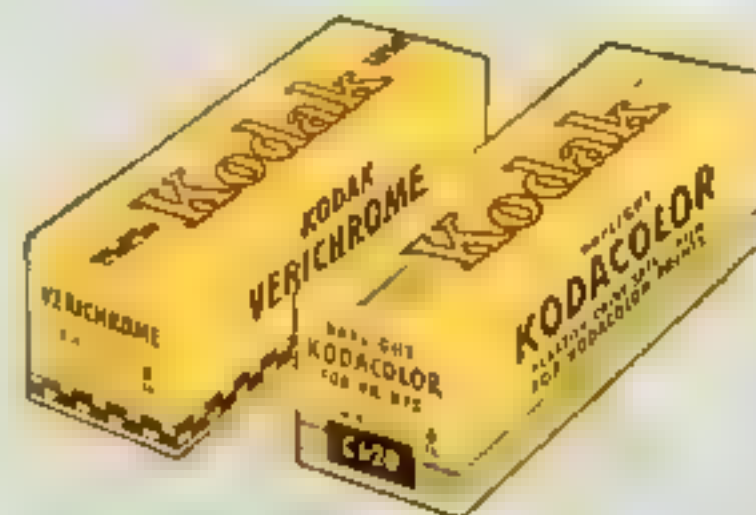


Your smile says, "All's well"

Your snapshot is yours alone to send. It gives your letter the intimacy of a personal meeting. Your face and smile say, "All's well" . . . in a way that written words can't hope to equal.

All the world has learned that the surest way to get great snapshots is to use Kodak Film. It makes your camera a better camera . . . Eastman Kodak Company, Rochester 4, N. Y.

*The snapshots you'll want tomorrow,
you must take today*



For black-and-white snapshots
Kodak Verichrome Film

For full-color snapshots—
Kodacolor Film

It's 900 miles from this range to yours—

Bringing home the bacon, lamb or beef from your meat dealer's store is only the last step in a long journey. Before it reaches your dealer, meat travels an average of 900 miles or more. And every mile of the way, it moves under the most careful supervision and care. This continuous safeguard to flavor, nutrition and freshness benefits whatever cut or kind of Swift meat you buy—from humble pot roast to tender, top quality "Swift's Premium" steaks, roasts and chops—the finest of the fine!

● Every minute of the day and night, in times of scarcity or in times of plenty, meat is on the move—from the nation's range lands and feedlots to more than a hundred million waiting Americans. This ceaseless flow of meat to market is one of the modern achievements of our civilization.

It wasn't always this way. For it was only 60 years ago that Swift & Company created a delivery system that made really fresh meat available to millions of families living far from natural producing areas. Today, a veritable "pipe line of ice" reaches into practically every city and town in the U. S. A. And over it, by train and truck, meat travels at speeds faster than passenger traffic moved less than a generation ago.

Through the years, Swift & Company has also pioneered in bringing better and better meat to market. It has encouraged



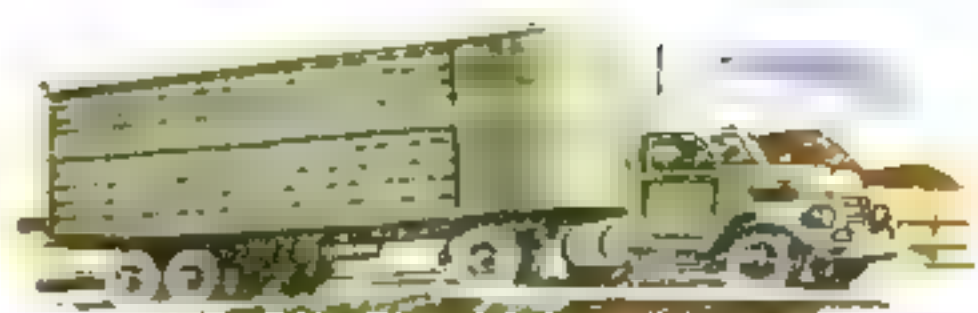
Victor
Keller

She helps assure the high quality of all Swift's branded products—right to your table!

Swift & Company is not content merely to select and sort the best quality meats for your consumption. Many of our men and women work at the factory, Swift & Company, to insure that all Swift products are good eating and healthy. They look over and taste every recommended approved cooking or serving. And that's just what you can hope to enjoy to the fullest the uniform top quality of Swift's branded products.

These Swift Quality Foods are representative of the excellence of all

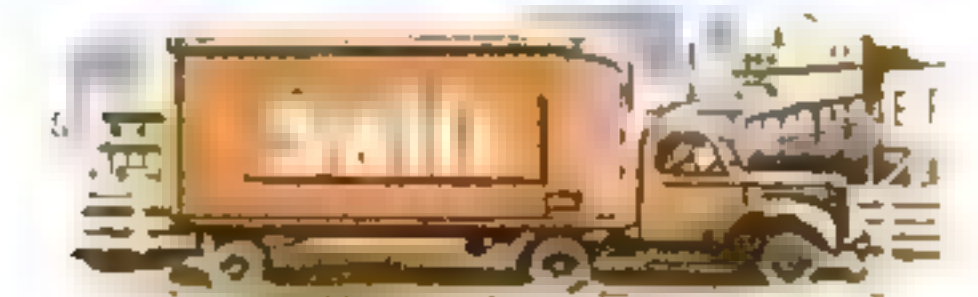




Night and day, meat moves



by road and rail to market.



But only the finest is selected



for the proud "Swift's Premium" label.



breeders to improve the stock they raise. It has devised and perfected an unfailing method of selecting meat that is the finest of the fine. And it has branded this juicier, tenderer, more flavorful meat "Swift's Premium"—so that consumers will always have a dependable buying guide to topmost quality.

Check, check, and check again!

Countless other controls for flavor, quality, nutrition and freshness are in daily operation at Swift & Company. For Swift has organized and equipped the largest food research laboratory in the country—a laboratory devoted to checking and rechecking Swift's branded products through every step of their preparation and delivery. It has done everything possible through rigid inspection

and scientific handling to insure the high, uniform quality of every food bearing the name "Swift's Premium" or "Swift's Brookfield."

Think of this next time your food dealer can offer you any product bearing a famous Swift brand name. For the painstaking care which Swift & Company exercises is your assurance of absolute top quality. It is your unfailing guarantee that the food you are about to serve will be as always—the finest of the fine!

SWIFT & COMPANY

Food Purveyor to the Nation

products bearing the name Swift...now as always the finest of their kind.



SWIFT'S BROOKFIELD SAUSAGE



SWIFT'S PREMIUM HAM



SWIFT'S PREMIUM BACON



This Swift Quality Seal identifies a family of food products which you can buy with complete confidence that each is the finest of its kind. All of Swift's resources, its 60 years of experience, the technical skills of its great laboratories and test kitchens stand behind this pledge.

DOCTORS PROVE

2 out of 3 women

can have

Lovelier Skin in 14 days!



"My Complexion problem had me stumped!"

says Frieda Meyer of Chicago. "My skin was so oily and coarse-looking, with a dull, almost dirty appearance. I felt almost hopeless about it! Then I had a chance to try the 14-Day Palmolive Plan, under a doctor's supervision . . .

"I got going lickety-split!"

and reported to a leading Chicago skin specialist. Some of the women in my group had dry skin; some oily; some normal. After a careful examination, we were given the Palmolive Plan to use at home for 14 days . . .



"Here's all you do!—"

Wash your face with Palmolive Soap. Then, for 60 seconds, massage with Palmolive's soft, lovely lather. Rinse! Do this 3 times a day for 14 days. This cleansing massage brings your skin Palmolive's full beautifying effect. After 14 days, my doctor agreed my complexion was less oily, smoother—fresher and brighter, too! See what the Palmolive Plan can do for you!"

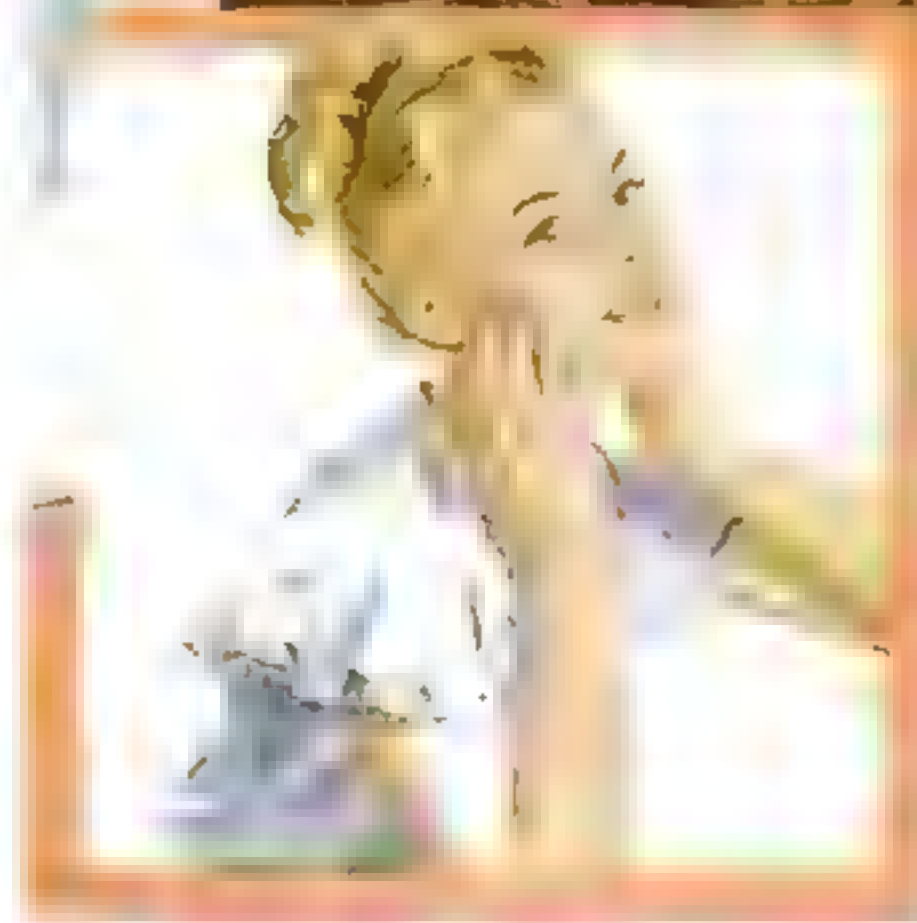
You, too, may look for these skin improvements in only 14 Days!

If you want a complexion the envy of every woman—the admiration of every man—start the 14-Day Palmolive Plan today! Remember, 36 doctors—leading skin specialists—tested this Plan on 1285 women of all ages, from fifteen to fifty, and with all types of skin. Dry! Oily! Normal! Young! Older! And 2 out of 3 of these women got noticeable complexion improvement in just 14 days! No matter what skin care they had used before! Do start this new Beauty Plan with Palmolive Soap . . . today!

P.S. For Tub  For Shower  Get the
NEW, BIG, Thinly  Bath Size Palmolive! 

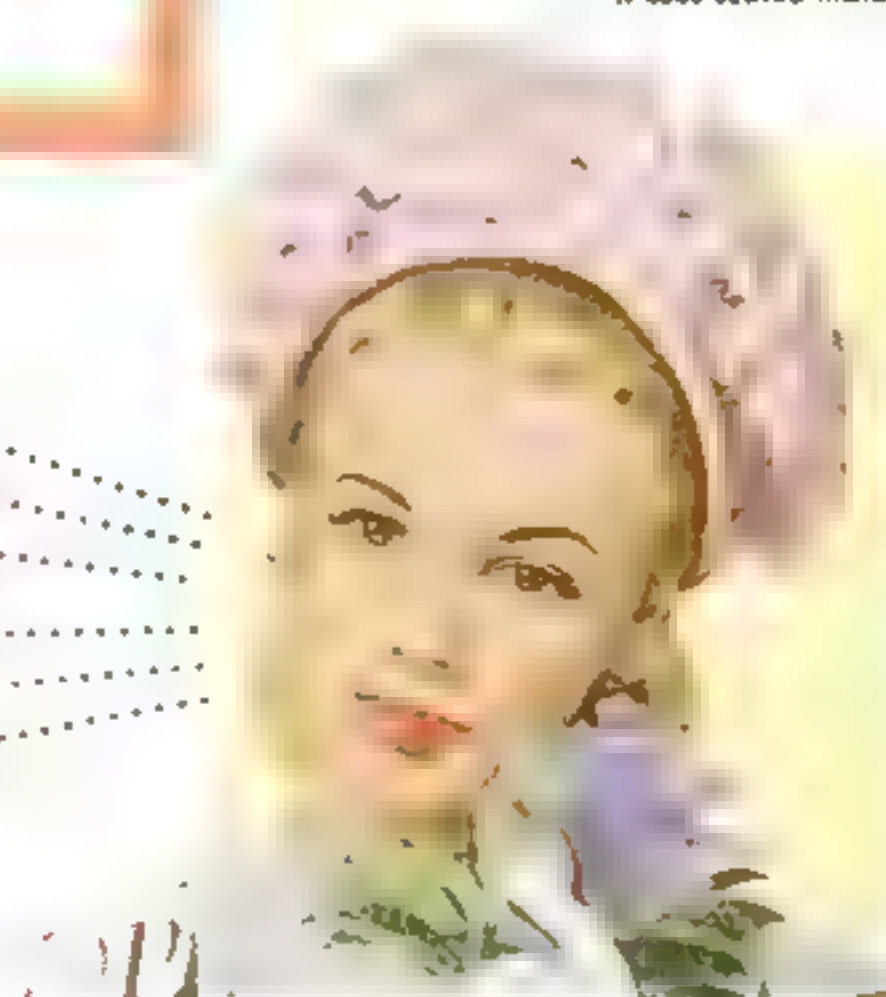


**DOCTORS PROVE
PALMOLIVE'S
BEAUTY RESULTS!**



DON'T WASTE SOAP!
It uses scarce materials.

Less Oily
Smoother, Younger looking
Less Coarse-looking
Fewer Tiny Blemishes—
Less Incipient Blackheads
Fresher
Brighter, Clearer Color





American Child

Paul Engle writes a book of tender sonnets about his young daughter

Iowa Poet Paul Engle has always written in large terms about the greatness of his country. In *Corn*, *American Song* and *West of Midnight* he was engrossed with the broad prairies and his country's history. Now, in his newest book, Engle's poetry has become intimate and personal. His *American Child* (Random House; \$2) is written about his elder daughter Mary, whom he calls "Munchie" af-

ter the Munchkins in *The Wizard of Oz*. In 64 delicate sonnets he describes his daughter's thoughts and acts—as she plays with a kitten beside a pool, learns to use tools, wonders at the sunrise. These pictures of Munchie at her home in Stone City, Iowa, taken to illustrate five *American Child* sonnets, catch the reflective tenderness of her father's poems and the gentle charm of her own growing up.

XL

*Fish and frog and fear are in that pool
And little snakes that vanish with a lunge,
And eyes that stare up at her from the cool
Water where the hand-dropped pebbles plunge.
Hours she will lie and wonder how they walk
Below, and begs me not to use a hook,
And asks if, when they see her there, they talk
A loved and secret language meaning—Look!*

*Today she held one hand beneath until
It turned as pale as light, and she forgave
That pond for boats it pulled down silently.
Wise in water, watching it fierce or still,
She will not wander when a deeper wave
Will rise and flood her with eternity.*

BIG MOMENT?



YOU BET!
ANOTHER TRIUMPH FOR
*** PIPE APPEAL**

● Sure, she'll be impressed to see you smoke a pipe; but your pipe will have more appeal to you—and to her—when you fill it with Prince Albert!

P. A. is famous for its "no-bite" treated tobacco. So easy on the tongue—rich flavor and cool comfort in every puff. Prince Albert is crimp cut too, to pack right and draw right. More pipes smoke P. A. than any other tobacco.

Roll-your-own smokers say, "There's no other tobacco like Prince Albert" for easy-rolling, rich-tasting, mild "makin's" smokes.

© J. Reynolds Tobacco Company, Winston-Salem, N. C.

*** PRINCE ALBERT**
THE NATIONAL JOY SMOKE

CRIMP CUT

*MILDNESS FOR COMFORT—
 RICHNESS FOR TASTE.
 P.A. KEEPS YOU
 TONGUE-HAPPY!*




X

The clean day climbing over earth is raised
 Above her narrow house like a child's hand
 Lifted in love because someone has praised.
 I watch her at the eastern window stand,
 Her face on fire with morning, darkness under
 Her feet, and while her sleep-gray hands grow white
 Her empty eyes fill with their daily wonder
 At the fantastic fact of light, light, light.



VIII

Touch is learned by letting fingers taste
 Leaf and dog and doll. She learns to hear
 By letting frightened noises in their haste
 Crawl into the friendly cave of ear.
 She learns the form of rattle, rock and tree,
 And even, in her wisdom, knows not-being.
 When blackness of her night is blinding she
 Learns to use eyes to learn about not-seeing.

She knows the natural earth of thing, but all
 The human world is dreadfully ahead.
 Yet she will keep the strength of ample land
 And like a redwood widen and grow tall,
 Here life not merely love, grief, friend, but bread,
 Not understand, be understood, but stand.

CONTINUED ON PAGE 78

STYLE MAKES THE CHAMP... by Mullin -

SID LUCKMAN

FAMOUS COLLEGIATE AND PRO GRIDIRON CHAMP (SHOWN HERE IN HIS DISTINCTIVE NEW **CHAMP HAT***) IS THE CHICAGO BEARS' ACE PASSER AND QUARTERBACK.....
SID LUCKMAN-

HAVE I REALLY GOT IT THIS TIME, SID?

JUST MOSEY DOWN THE FIELD...

...OPEN M' EYES...

...AN' THERE IT IS!

LUCKMAN IS FAMOUS FOR HIS "SOFT SPIRAL" PASS.IT'S ALWAYS RIGHT ON THE NOSE - JUST AS A **CHAMP HAT** IS RIGHT ON THE HEAD!

MASTERMIND OF THE DECEPTIVE T-FORMATION, SID DIRECTS THE PLAY WITH OUTSTANDING RESULTS....HE WEARS A **CHAMP HAT** FOR OUTSTANDING APPEARANCE!

WHERE YA GOIN'?

HOME! THAT LUCKMAN'S PASSING AGAIN!

*SID LUCKMAN IS WEARING A DIPLOMAT

THE CRUSADER - COMFORT WEIGHT, LUXURIOUSLY LINED... MEDIUM WIDE BAND AND RIBBON EDGE.
THE B-17 - DISTINCTIVELY SMART... NARROW BAND AND RIBBON EDGE... LIGHT WEIGHT
ALL **CHAMP HATS** ARE AVAILABLE IN GREYS, BROWNS, BLUES, COVERTS, TANS.
CHAMP HATS ARE POPULARLY PRICED \$ 7.50 AND UP.

SID TOSSED 5 TOUCHDOWN PASSES IN ONE GAME THE YEAR HE WAS CHOSEN THE NATIONAL FOOTBALL LEAGUE'S MOST VALUABLE PLAYER.... FOR TOPS IN **HAT** VALUE, CHOOSE A **CHAMP!**

CHAMP* HATS

"NOW I MAKE

*light work of
heavy Traffic*

ON MY FLOORS!"



My Tavern-waxed floors clean so easily—shine so long . . . thanks to a palm tree in Brazil! From that tree comes a tough, top-quality wax called Carnauba. It's just one of the ingredients Socony-Vacuum puts in Tavern Non-Rub Floor Wax, and Tavern Paste and Liquid buffing waxes. No wonder the Tavern finish lasts so long, cleans so easily, resists even water spots!

Just smooth Tavern Non-Rub Wax on linoleum, wood, rubber or asphalt tile floors. It dries in 20 minutes. Try Tavern Paste or Liquid wax to protect wood floors, woodwork, windowsills, painted surfaces. They clean and beautify as they polish. And remember, there are 9 other Tavern Home Products to help make light work of Fall cleaning!



Try these other Tavern Housekeeping Aids

Tavern Furniture Gloss
Tavern Paint Cleaner
Tavern Rug Cleaner
Tavern Parowax or Paraseal Wax
Tavern Dry Cleaner
Tavern Window Cleaner
Tavern Lustre Cloth
Tavern Electric Motor Oil
Tavern Leather Preserver
Tavern Spot Remover



Typical Symbol of hospitality—Star Tavern, Rusper, England

TAVERN HOME PRODUCTS



IX

. . . One day she pushed a kitten in the pool
And was astonished when its quick breath bubbled
Two or three times and stopped. That night in cruel
Punishment we watched while in her gloom
The little mouse of her heart ran tame and troubled
Through her remorse and through her tight-walled room.



XLVI

Look, she called, I'm learning how to build.
In her excitement she began to stammer,
Holding her work up, proving to us how skilled
She had become with nails and wood and hammer.
It was an awkward box just one doll deep.
I saw her in a box, all out of breath,
Who made, before that dressed and doll-like sleep,
Hardly enough living to make a death.

So once in sandy Palestine there crawled
Over the floor of his father's shop a little
Boy with dull knife and long brown hands, who heaved
Scraps for his own inventing. He would toss
The new work up to show how he could whittle:
Look, I'm learning. I can make a cross!

POEMS COPYRIGHT 1943, BY PAUL ENGLE.
REPRINTED BY COURTESY OF RANDOM HOUSE, INC.

You interest me — 'cause ...

I like
"SMOOTH" Men

WHO KEEP PRESENTABLE LONGER WITH

MENNEN

BRUSHLESS SHAVE CREAM

PROOF YOU'LL GET
A BETTER SHAVE!



MORE DERMATOLOGISTS* ENJOY MENNEN
BRUSHLESS SHAVE CREAM THAN
ANY OTHER BRAND!

For that "just shaved" smoothness all day ... those cheek-to-cheek moments tonight ... enjoy your morning shave with the shave cream that keeps you presentable longer — Mennen Brushless.

Nationwide surveys prove: More dermatologists — *doctors who devote their lives to care of the skin —

prefer Mennen Brushless to any other brand.

So for faster, more comfortable shaves that keep you presentable longer — try Mennen Brushless. It's creamier, easier to apply. Try it! We promise you — you'll see the difference all day — she'll notice the difference tonight.



• Start the day right. Finish your shave with Mennen Skin Bracer. It has a refreshing wake-up tingle, and its he-man aroma "wows" the ladies.



ACT 1



IN CRIMINAL COURT PRESS ROOM NEWSMEN SNEER AT CONDEMNED ANARCHIST'S GIRL



HILBY JOHNSON SWEIZES IN, TELLS HIS PALS HE IS QUITTING JOURNALISM

ACT 2



ANARCHIST BREAKS INTO DESERTED PRESS ROOM. HILBY SUCCEEDS IN CAPTURING HIM



HILBY, WHO HAS HIDDEN ANARCHIST IN DESK, FENDS OFF DESK'S NOSY OWNER

ACT 3



HILBY'S EDITOR, BURNS, CALLS FOR MEN TO STEAL DESK SO HE CAN SCOOP STORY



COPS SEIZE HILBY WHEN THE SHERIFF LEARNS HE HAS SHIELDED THE CRIMINAL



AS ANARCHIST ESCAPES FROM JAIL, WILD GUNFIRE MAKES THE REPORTERS BUCK



HILDY'S FUTURE MOTHER-IN-LAW LEARNS THE DESK'S SECRET AND IS ABDUCTED



EXCITEMENT STARTS ALL OVER AGAIN WHEN REPRIEVE FOR CAPTIVE ARRIVES

THE FRONT PAGE

REVIVAL OF ROWDY HECHT-MACARTHUR COMEDY OPENS NEW THEATER SEASON

A landmark of the modern U.S. theater is *The Front Page*, a wildly melodramatic comedy about Chicago newspapermen, written in 1928 by Ben Hecht and Charles MacArthur. Early this month theatergoers, who have flocked to recent revivals of Americana (*Show Boat*, *The Red Mill*), got a chance to see *The Front Page* again.

Even after 18 years the play looked good enough to be the first hit of the new season. The background of a jailbreak by an anarchist whom the vote-minded mayor and sheriff of Chicago want to hang seems like a period piece in 1946, but the "daffy buttinski" crime reporters still possess all the profane charm which made *The Front Page* memorable. Hildy Johnson, the reporter who is torn between the prospect of married security and the grubby pleasures of his chosen profession, once again forgets his girl when he catches the anarchist and hides him in a roll-top desk in the press room of the Criminal Courts Building. Walter Burns, Hildy's conniving managing editor who wants to turn the escaped man over to the law and scoop the town, has Hildy's future mother-in-law kidnaped and lies, bribes and betrays his way through the play up to a final doublecross of his loyal hireling.

In the present production Burns and Hildy are played by Arnold Moss and Lew Parker. The former, impressive as Prospero in 1945's revival of *The Tempest*, is badly miscast. Parker carries the play. It really moves only when he is on stage. To cancel out all weaknesses, however, there is still the dialog of cynical reporters, grafting politicians, gangsters and tarts which might sound like gibberish to outsiders but is wonderful, salty language to everybody with an understanding ear for the sound of American talk.



LEW PARKER PLAYS HILDY JOHNSON, A FLIP AND EXPERT CHICAGO REPORTER

RC's a grand quick-up —
specially when you're relaxing!

Don't miss her new
International Picture
"The Egg and I"



M-m-m! A sight
to behold!



**"RC
tastes best!"**

says **CLAUDETTE COLBERT**



In the famous taste-test
I tasted leading colas in
paper cups and picked Royal
Crown Cola best tasting. Try it! Say
"RC for me!" It's the quick way to get
a quick-up with Royal Crown Cola —
best by taste-test!



HILDY HARASSES Roy Bensinger (Rolly Beck), assy crime reporter for the *Chicago Tribune*. Bensinger is a hypochondriac, and Hildy coughs at him.



HILDY CARESSES his girl Peggy (Pat McClarney), only nice character in the play. She tries to reform him by getting him into the advertising business.



The Amazing New *Self-Starting* KELVINATOR "AUTOMATIC COOK" ELECTRIC RANGE!

Imagine sitting right down to a delicious dinner when you've been out all afternoon . . . or coming down to breakfast to find muffins all baked, ready to melt in your mouth. That's living . . . with a Kelvinator "Automatic Cook" Electric Range.

The secret is an automatic timer that controls not only oven operations but deep-well cooking, too. It turns current on and times the cooking process you want. Then, it turns the current off when the meal is done. And it's so easy to use! Just set the dial and forget it.

And you've never eaten more delicious food . . . crusty roasts, tender and juicy . . . flaky pastry, delicately browned . . . vegetables with all their garden-fresh color and flavor . . . and with the vita-

mins all there, too. It's electric cooking at its finest . . . quick, clean, cool and *effortless*.

The Kelvinator "Automatic Cook" range is a beauty, too, and scientifically designed to make your cooking job easier. Just look at the features listed below and then make a date with your Kelvinator dealer today to see the "Automatic Cook."

KELVINATOR DIVISION, NASH-KELVINATOR CORP., DETROIT



**THERE'S A KELVINATOR
ELECTRIC RANGE
SPECIALLY MADE TO
FIT EVERY BUDGET!**

In addition to the "Automatic Cook" model, there are two other beautiful models, loaded with exclusive Kelvinator features.



Get the Best things First...
Get *Kelvinator*



Kelvinator's "Automatic Cook," the "brains" of the range. Turns current on and off. Times cooking operations. Just set it and forget it!

Kelvinator's Scotch Kettle with tray and inset pan cooks whole meals economically, stews, steams, bakes, deep-fat fries, sterilizes.

Kelvinator high-speed surface units get hot quick. Seven accurate cooking heats from simmer to high. Floodlighted knobs indicate unit in use.

Kelvinator's Warming Oven is a deep spacious drawer, with thermostatically controlled heat for warming dishes, keeping foods deliciously hot.

Kelvinator's Sunit broiler oven takes a 25-lb. turkey, or 5-dish oven dinner. "Automatic Cook" control. Radiant heat broiling (like charcoal).

Kelvinator's double utility drawers give ample storage for pots and pans. Smooth sliding, on ball-bearing rollers with automatic stops.

★ TUNE IN NASH-KELVINATOR'S MUSICAL HIT—DAVID ROSE AND HIS ORCHESTRA WITH CURT MASSEY, KITTY Kallen. WEDNESDAYS 10-30 P. M., E. & S. T. COLUMBIA BROADCASTING SYSTEM ★





PRINCETON'S CAMPUS IS A SERIES OF LOVELY VIEWS THROUGH GOTHIC ARCHES OF BUILDINGS MADE OF NATIVE STONE

Princeton

In 200 years it has survived revolution, bankruptcy and the charge of being a country club

During the coming college year, Princeton University, fourth oldest in America, will proudly celebrate its 200th anniversary. Princeton's pride is justified. Today it ranks with the five or six leading liberal arts colleges in the U. S., has an endowment of \$40,000,000, a Gothic campus renowned throughout the world for its beauty and the most affectionate and faithful body of alumni in the Western Hemisphere. Yet there have been times in Princeton's history when its chances of surviving for another six months seemed remote.

Princeton was founded in 1746 by six Yale men and one Harvard man. Under the strict Presbyterian guidance of John Witherspoon, its great Scottish educator, it grew and prospered until the Revolutionary War when Nassau Hall was used by the British as a barracks. Town and college emerged from the war a shambles. More serious,

a new and un-Presbyterian independence flamed among the students, who were given to dropping buckets of ink on their tutors to protest the strictness of college rules. In 1807 three fourths of them were suspended after a fracas. Another year they barricaded Nassau Hall, patrolled it with daggers and beamed their vice president with a decanter when he crawled in a basement window to make arrests. A long and colorful Princeton riot tradition was born and flourished unchecked, to Princeton's detriment. Public support fell away. By 1829 the college was virtually bankrupt. Enrollment had skidded to 70.

At this point, in what was to become another Princeton tradition, the alumni stepped in. The Presbyterian yoke was eased, money was raised, also the quality of the faculty. A second titan from Scotland, James McCosh, became president

in 1868. In 20 years he changed Princeton from a moribund sectarian college to a university.

Since McCosh, Princeton has continued to expand and beautify itself. The beautification was so rapid and the ivy so thick on the tower that they concealed the university's strides in scholarship taken under the impetus of Woodrow Wilson. Princeton became the archetype of the college country club. This mirage was dispelled by the Depression, revealing a serious Princeton rapidly becoming more serious. Today concentration on physics and mathematics, and the tightening of scholastic requirements, has highlighted another problem. It threatens to turn Princeton into a specialist school for grinds, barring the "student-athlete" sons of men who have received a liberal arts education from Princeton and believe that such an education will be needed in an overspecialized world.



HONOR SYSTEM was installed at Princeton in 1893. In above examination hall the students have gone out for a smoke or a chat. There is no proctor on duty in the room.



BEER DRINKING at the Nassau Tavern is a time-honored Princeton tradition. This is the tavern's Senior Room, whose tabletops are scored with the initials of thousands.



POSTRIOT PHOTOGRAPH was taken in 1892 after a fight employing snowballs packed with gravel. In center is John Poe, one of five famous athlete brothers.

Athletics and a tight college spirit have left their mark on Old Nassau



PRINCETON IN 1764 consisted of two buildings, Nassau Hall at left and the president's house at the right. All the students lived in Nassau Hall and all the classes were held there.



of students. The Negro waiter, whose green blazer is covered with class buttons, is Connie. Nobody knows his last name or how long Connie has worked there. Neither does he.

Princeton has been often and correctly accused of being "collegiate." This characteristic is caused largely by its numerous moss-grown traditions, its country location, its small size (half the size of Yale, a quarter the size of Harvard, a tenth the size of Columbia) and by its fierce love of athletics and rioting. Rioting today has been largely submerged by the rise of sports. Nevertheless the freshman and sophomore classes still tear each other apart every autumn during



"HOUSEMAID'S CHEMISTRY" is taught by Prof. Hubert Newcombe Alyea, who keeps it popular with variety of stenches, explosions. Above: he breaks down a nitrate.

a "cane spree," and a bus full of prominent New Jersey citizens was turned over not long ago in the middle of Nassau Street during a presidential election campaign. Princetonians are proud of having been the first to play college football—with Rutgers in 1869—proud also of their over-all football record of 445 victories, 41 ties and 112 defeats during 77 years of competition. They are even proud of the clappers which they still steal from the Nassau Hall belfry.



FIRST FOOTBALL GAME was played between Rutgers and Princeton in 1869. Today Yale is the sole rival to outscore Princeton over the years but tied (above) in 1879, 0-0.



TRIANGLE CLUB stages best of college comedies. Above is cast of the 1893 offering, *The Hon. Julius Caesar*, written by Booth Tarkington (second row up, third from right).



PRINCETON'S PROFESSORS stand high: Henry Norris Russell, authority on evolution of solar system, bears up bravely under title of world's leading astronomer.



GEORGE HARRISON SHULL, botany, is retired. He developed hybrid corn, whose seed sales now total \$75,000,000 annually in the U. S. Shull never got a cent.



EDWIN GRANT CONKLIN, biology, retired, holds enlarged model of the amphioxus, a tiny salt-water creature which he proved was man's earliest vertebrate ancestor.



HENRY DeWOLF SMYTH (left), physics, was a developer and the official historian of the atomic bomb. With him is Eugene Paul Wigner, also an atomic physicist.



BLAIR HALL set the style for modern Princeton architecture. Modified Gothic is now the dominant design of Princeton's campus. Before Blair Hall's completion in

1897 university was a hodgepodge collection of old Georgian and colonial buildings and newer, ugly Victorian monstrosities. Big tower rooms are coveted by students.



MATHER SUN DIAL is a loafing place for seniors only. The sun dial, which is a copy of one at Oxford, is located in the court between McCosh Hall and the chapel.



HOLDER HALL TOWER (above) and the Cleveland Memorial Tower of Graduate College dominate Princeton's skyline. Hall was built over an old colonial cemetery.

CONTINUED ON NEXT PAGE



FACULTY ROOM IN NASSAU HALL was the temporary capitol of U.S. in 1783, when Congress fled to Princeton from Philadelphia. In the Revolutionary War

Nassau Hall was occupied alternately by British and American troops, was damaged during the Battle of Princeton in 1777 by Alexander Hamilton's artillery battery.



MEMORIAL ROOM at the front entrance of Nassau Hall is a tribute to Princeton's war dead, whose names are carved in the marble walls. Flag-draped table holds a book

listing the 351 Princetonians who died in World War II in which more than 40% of living Princeton alumni were in uniform. Student body today is 75% veterans.



THE UNIVERSITY CHAPEL, built in 1928, is one of the most beautiful in America. Though Princeton University was founded by Presbyterians and although

two of its presidents have been Presbyterian ministers, it is nonsectarian by terms of original charter. Freshmen and sophomores must attend church twice monthly.



When refreshment time rolls around, double your score with friends by serving California Sherry and sandwiches. As flavor-mates, they're a prize-winning team.



When it's time for friendship

Wine

is what you need

Here are two mighty pleasant evenings. They can both happen at your house — without any bother, too. You go about them simply. The first evening is just one where folks drop in for cards. But early in the game you bring out a bite of good food and glasses of gleaming California Sherry. It does things for friendship. It helps everybody to relax and enjoy himself.

On the other evening you've guests to dinner. The high point is a juicy roast of beef. As it's served you pour for everybody a glass of hearty red California Burgundy, and you set to with tableware and taste buds on the wine and meat together. Just try it!

We wine growers have a free book of other wine and food combinations you'll enjoy equally well. To get it, write Wine Advisory Board, 717 Market Street, San Francisco 3.

NATIONAL WINE WEEK — October 12 to 19



Prime Ribs to set forks a-flying! You taste it with wine as it roasts, using about 2 spoonfuls of red wine — along with fat from the pan — about a cupful of wine in all. Then bring to table, with the roast, glasses of the same kind of wine (California Claret or Burgundy) and juicy good eating is yours. This dish is one of many in our free recipe book.



ON THE ONE-YARD LINE, CLEVELAND'S DON GREENWOOD (LEFT CENTER) BUCKS LINE FOR A TOUCHDOWN. IN CENTER IS CLEVELAND'S NEGRO GUARD, BILL WILLIS

PRO FOOTBALL

All-America Conference plays
its opening game in Cleveland

Last week in Cleveland, Ohio, the All-America Football Conference opened its first season with a big bang. More than 60,000 football fans crowded into the huge Cleveland Stadium to see the untried Miami Seahawks play the equally untried Cleveland Browns in a night game. As a game it was a walkaway. The Cleveland Browns won, 14 to 0. The Seahawks never even passed the Browns' 45-yard line. But the huge crowd, which broke all professional football attendance records, had seen the

birth of a second major professional football league.

For 25 years the National League has had a corner on professional football. Two years ago Arch Ward of Chicago formed a group to break this stranglehold. Last year, when Dan Topping, Soja Heme's ex-husband, felt that the National League was unfairly scheduling his New York Yankees, he moved to the new conference. This year this conference is under way with plenty of backing and with eight teams playing in games from coast to coast.

CLEVELAND KICKS OFF IN OPENING GAME OF ALL-AMERICA FOOTBALL CONFERENCE. MIAMI SEAHAWKS (WHITE) START TO FORM BLOCKING PATTERN FOR RETURN





14,000 JAM FOREST HILLS STADIUM TO SEE MIXED DOUBLES CHAMPIONSHIP WHICH MARGARET OSBORNE AND BILL TALBERT (LEFT, ABOVE) WON FOR SECOND TIME

FOREST HILLS CROWDS SEE NATIONAL TENNIS UPSETS

The crowds at Forest Hills, N.Y., for National Tennis Championships were sure Pauline Betz would win the women's singles. She did. But men's singles was less sure. War had interrupted normal tennis and this tournament would set new rankings.

Upset followed upset. Bob Falkenburg beat Bill Talbert; Tom Brown upset Frank Parker, defending champion, and Gardnar Mulloy. Then the upsets met Jack Kramer, seeded No. 2. Kramer beat Falkenburg and then Brown, to become champion.

PAULINE BETZ OF CALIFORNIA FALLS IN MATCH WITH GERTRUDE MORAN. MISS BETZ WON, THEN WENT ON TO WIN THE FINALS FOR FOURTH TIME SINCE 1942



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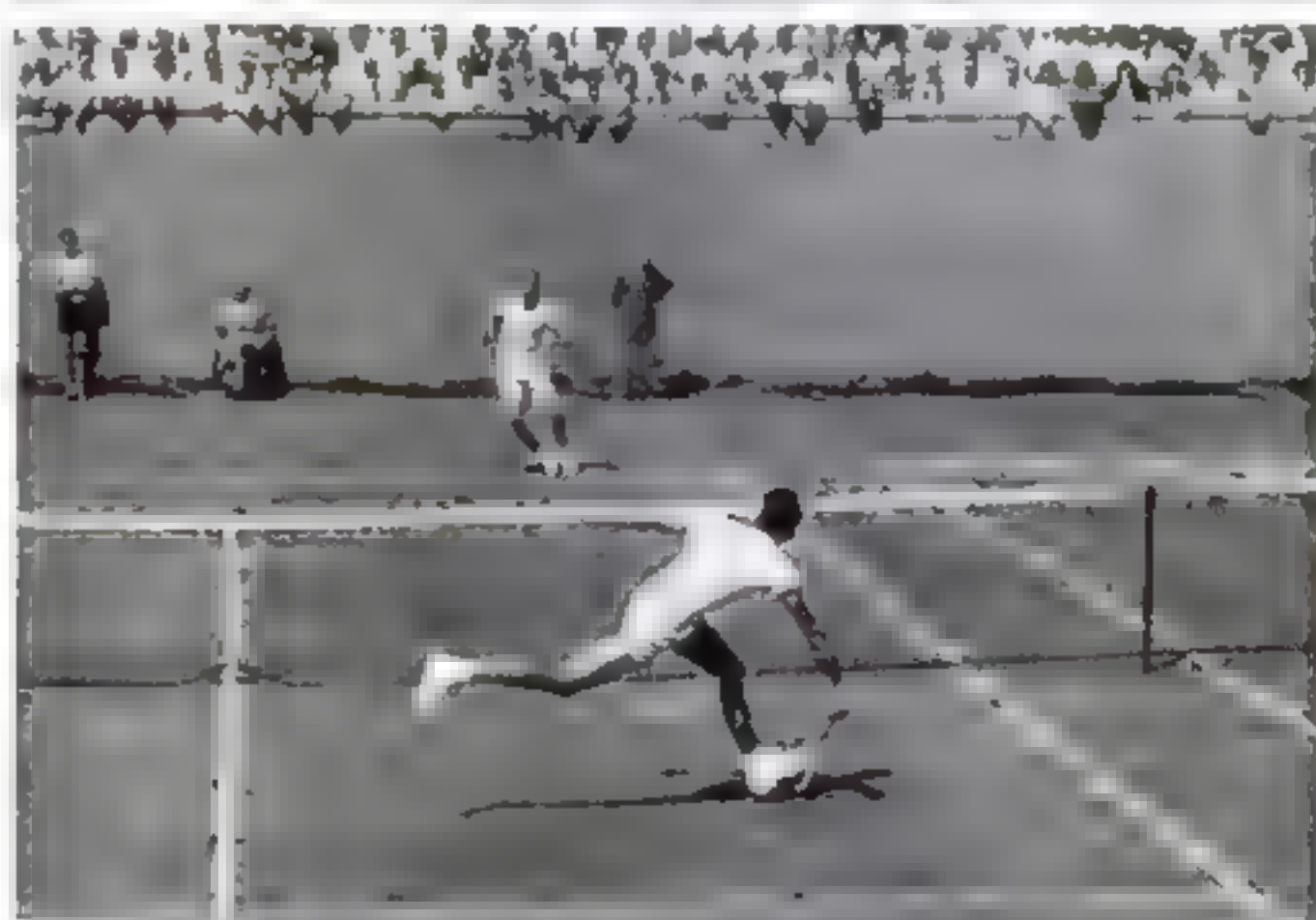
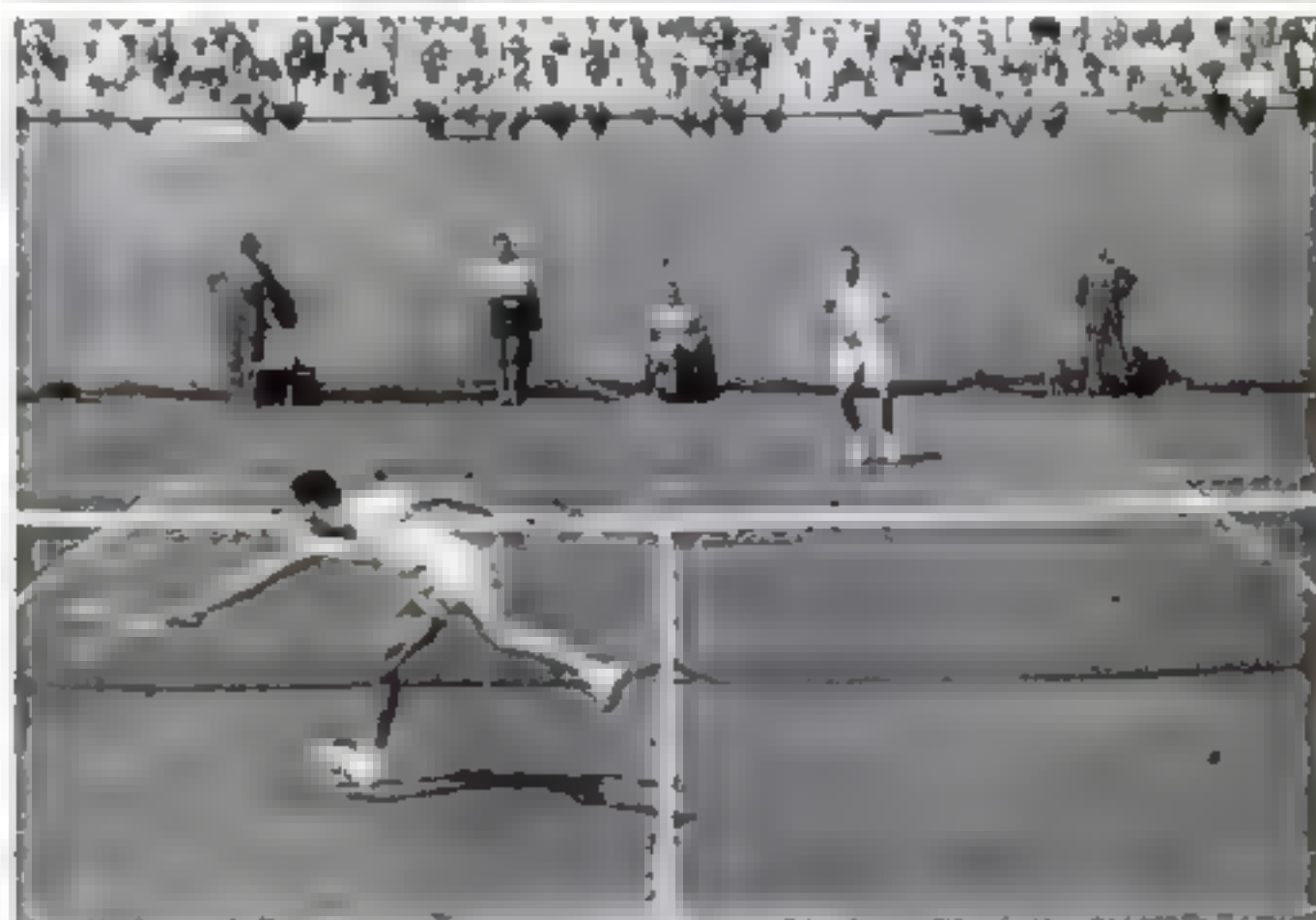
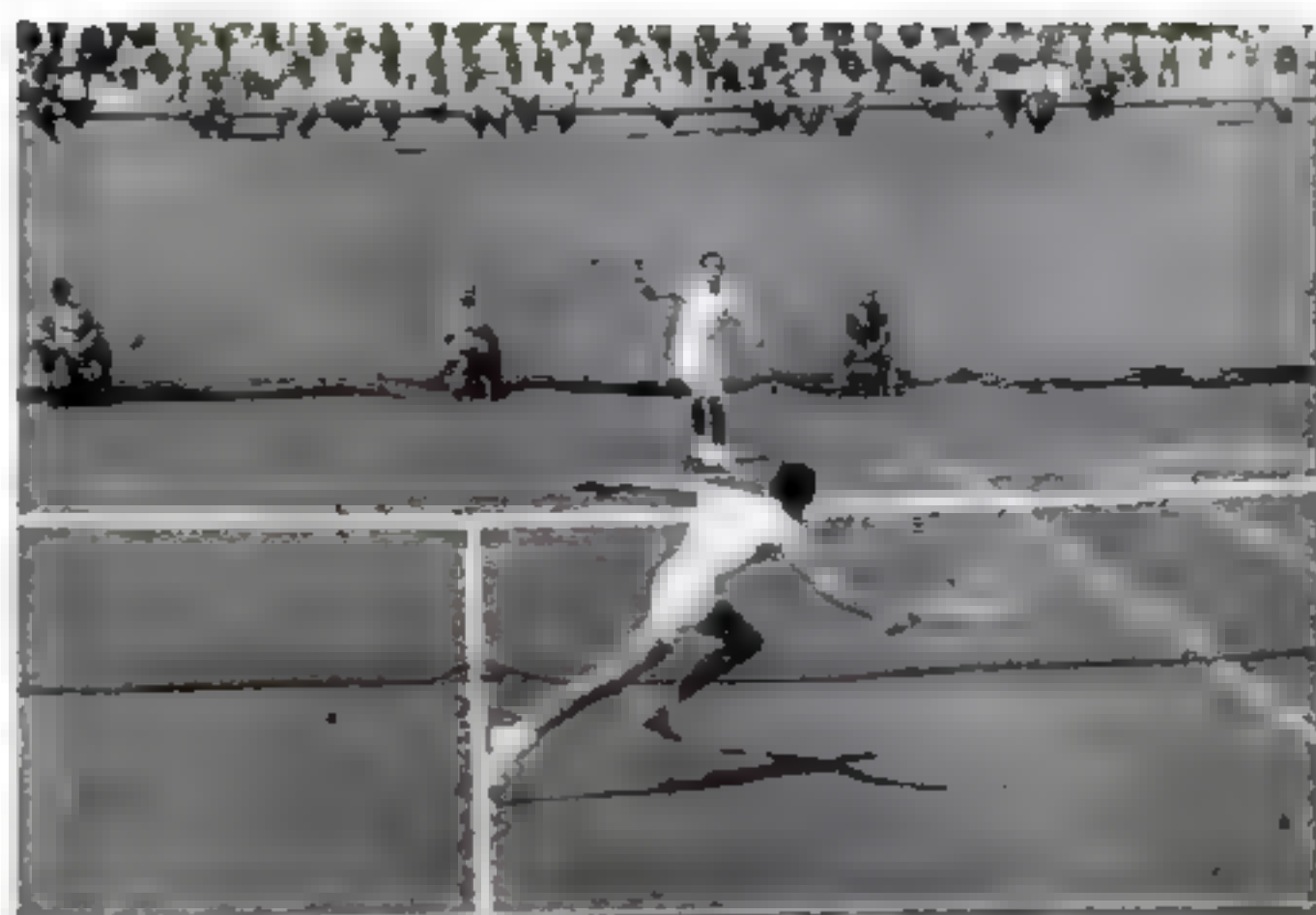
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"HIRES to you" are words of welcome ... words of introduction to a refreshing treat for taste and thirst. With meals, between meals, for parties, or as a cheery nightcap, let it be "HIRES to you."

Sports CONTINUED



BOB FALKENBURG, brother of beautiful Jinx, runs to return placement shots made by Kramer (far court) in semifinal men's singles match. Although Falkenburg's cannonball serve was terrific, Kramer's steady playing drove him from one side of the court to the other, won Kramer the match in straight sets.



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Air Step Reg. U. S. Pat. Off.



The shoe with the
youthful feel



Air Steps for town... with a very new look that is simple, sturdy and smooth. Air Steps... with the very young feel of the hidden Magic Sole, a gentle cushion of tiny air cells that smoothes your steps with its shock-absorbing softness.

Beauty "engineered" to last...that's why, in plastic products,

"Krene" is Queen!

What has engineering to do with beauty? In plastic shower curtains, everything. Plastics are not like textiles. They are chemical products requiring the most expert handling to bring out their best. That's why "Krene" is Queen of plastics.

For "Krene" brand plastic shower curtains and other products are made by people who "grew up" with the plastic itself. The makers of "Krene" products are trail blazers in the plastics field, experts in the engineering and styling of plastics. This is the reason for the beauty and durability of "Krene" plastic products...the reason they offer so many extra, wanted features in usefulness and wear.

Shower curtains, bathroom window curtains, and aprons may be in your department store now. A growing list of beautiful and useful products is on the way.

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DEC

● Only the most expert plastics engineering can turn out a plastic ruffle so filmy and sheer-looking, yet so durable! Ruffled "Krene" plastic bathroom window curtains come in matched sets with shower curtains. Dust slides off...a mere "dunking" washes them...they need no ironing.



● Heat-sealed seams and hems, developed in the "Krene" plastics laboratories, are even stronger than the "Krene" plastic fabric in the shower curtains...and that is strong enough to support the full weight of a grown man!



● The plastic fabric in your "Krene" shower curtains must pass this test: exposure to a hot soapy spray for days and days, equaling many months of use in your home. Just one of many tests which make sure that your "Krene" brand plastic shower curtains will stay supple, clear, and fresh-colored...and live up to their looks.



"Stripes and Flowers" ...two-color print on diaphanous Oriental Pearl "Krene" plastic background. Waterproof...won't mildew, stick together, peel, or crack...Spot resistant.

"Krene" is a registered trade-mark of National Carbon Company, Inc.

Look for the "Krene" label...it assures you of beautiful plastic products whose beauty lasts.



Dahlias

As autumn approaches, its cool, damp days bring to their full size and coloring the more than 14,000 varieties of American dahlias, nearly all of them the cultivated descendants of a mere dozen-old kinds of wild dahlias from the uplands of Mexico. Dahlia lovers plant the tubers in the spring (some-

times paying as high as \$25 for a new species), remove them after the first frost and store them for the winter. Some of the finest types, as large as 12 inches across or as small as cornflowers, appear in the pictures below, taken for LIFE by Rutherford Platt at the Parrella Dahlia Gardens in New York.



LARGE DAHLIAS include Hilda Fioretti (top), Sun Gay (center), both semicactus type, and Sylvia Todd, of informal decorative type. They run from 9 to 12 inches wide.



SMALL DAHLIAS above are about 3 inches in diameter. Red Warrior (upper left) and Amber Glow (bottom) are pom-poms, while Marshall Kernochan is a fine ball type.



SUPREME COMMAND, a large, formal decorative dahlia, costs \$7.50 a plant. Curiously enough, elegant dahlia is closely related to a common weed, the beggar's tick.



BOUQUET shows dahlia variety. From top, clockwise, are Miss Belgium, (a cactus type), Robbie, unusual Bishop of Llandaff, a new Parrella type called Seedling 3442.



I thought that he'd forgotten...

OUR FOURTH ANNIVERSARY... and this morning Phil kissed me good-by as if it had been any day

For some funny reason, I didn't want to tell him. After all, Phil hasn't had much practice in anniversaries. On every other, there's been an ocean between us.

So I tried not to notice the little shadow over my heart, as I changed back from my best pink housecoat, and set out the makings for Phil's favorite chocolate cake. Maybe he'll remember during the day, I thought. When he looks at his desk calendar, or something

How could I have overlooked the twinkle in his eye, at breakfast?

For just now, when Phil came home...well, I might have known. First, this armful of

roses. And then, something I missed out on, when we got married, something I'd wanted for four years, our starting set of International Sterling!

Phil hadn't forgotten *that*, either. How I used to look at other people's beautiful sterling silver ("Like a little girl at a candy counter," he said). How we'd agreed to get along with any old thing till we could have the best, too

And now... we have it! Our own "family silver," in the lovely International pattern we picked out so long ago... enough of it to give us a glorious start.

Won't our table look impressive, now! Won't we be as proud as peacocks, to have people in! Won't this be an anniversary for our memory book!



When it's time to choose your table silver, see the exquisite International Sterling patterns.

For of course you'll want sterling... solid silver that you'll proudly be calling "family silver" many, many years from now.

Your eye-for-beauty will see that every International pattern is a silversmith's masterpiece, beautifully designed, balanced, finished

Start, if you like, with a few pieces or individual place settings (knife and fork, teaspoon, salad fork, cream soup spoon, and butter spreader)... add to your set later.

TUNE IN to *The Adventures of Ozzie and Harriet*, Sunday evenings, 6.00 p. m., D. S. T. Columbia Broadcasting System.

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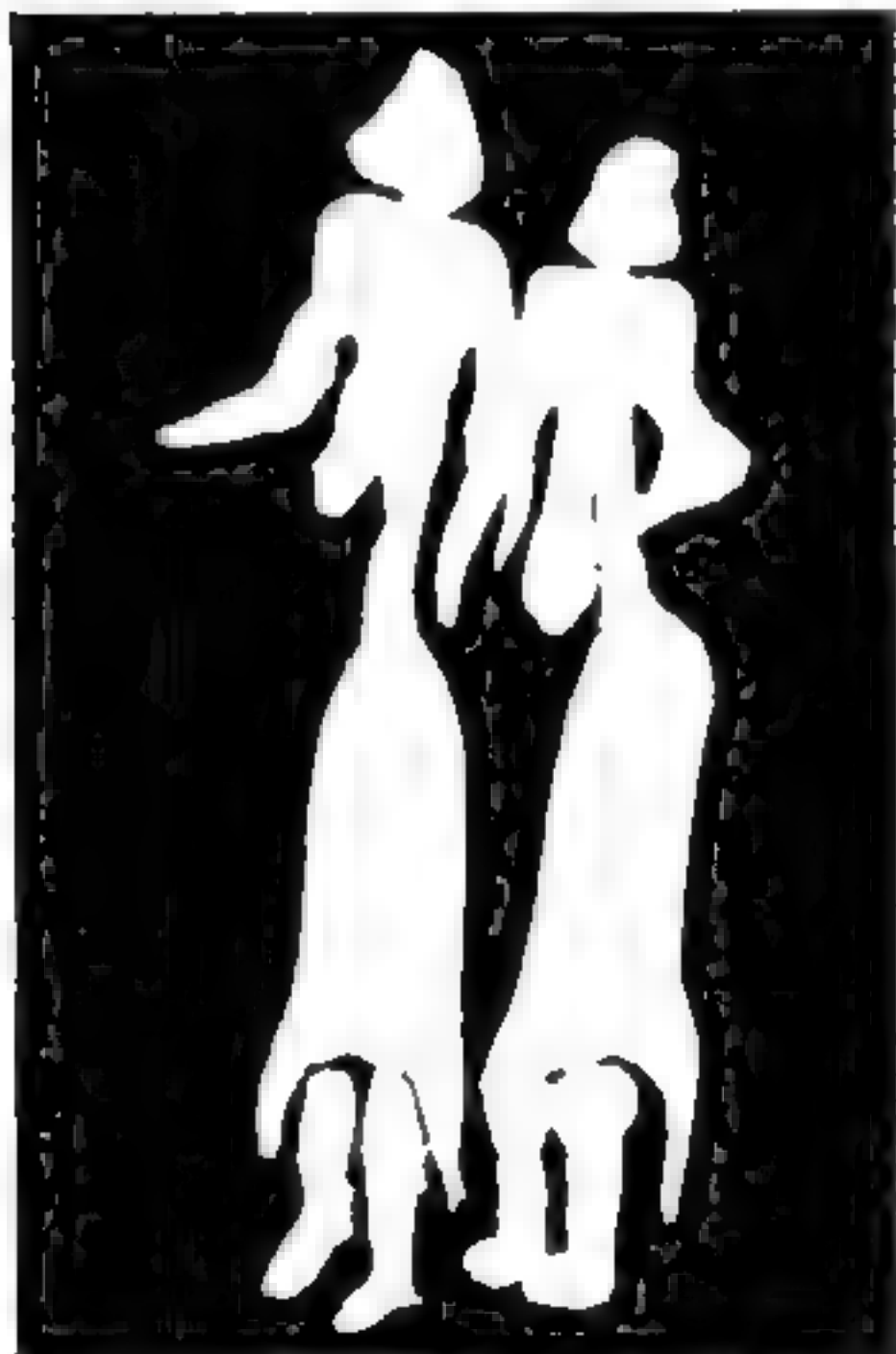


THE HUMAN LOOK

A DESIGNER FINDS FASHIONS RUIN IT

Most fashion designers live in the fond belief that their creations bring out the natural beauty of the human form. Now along comes an Austrian-born architect and designer named Bernard Rudofsky—an irreverent critic given to pondering the dark mysteries of anthropology and Freudianism—to declare that they do nothing of the kind.

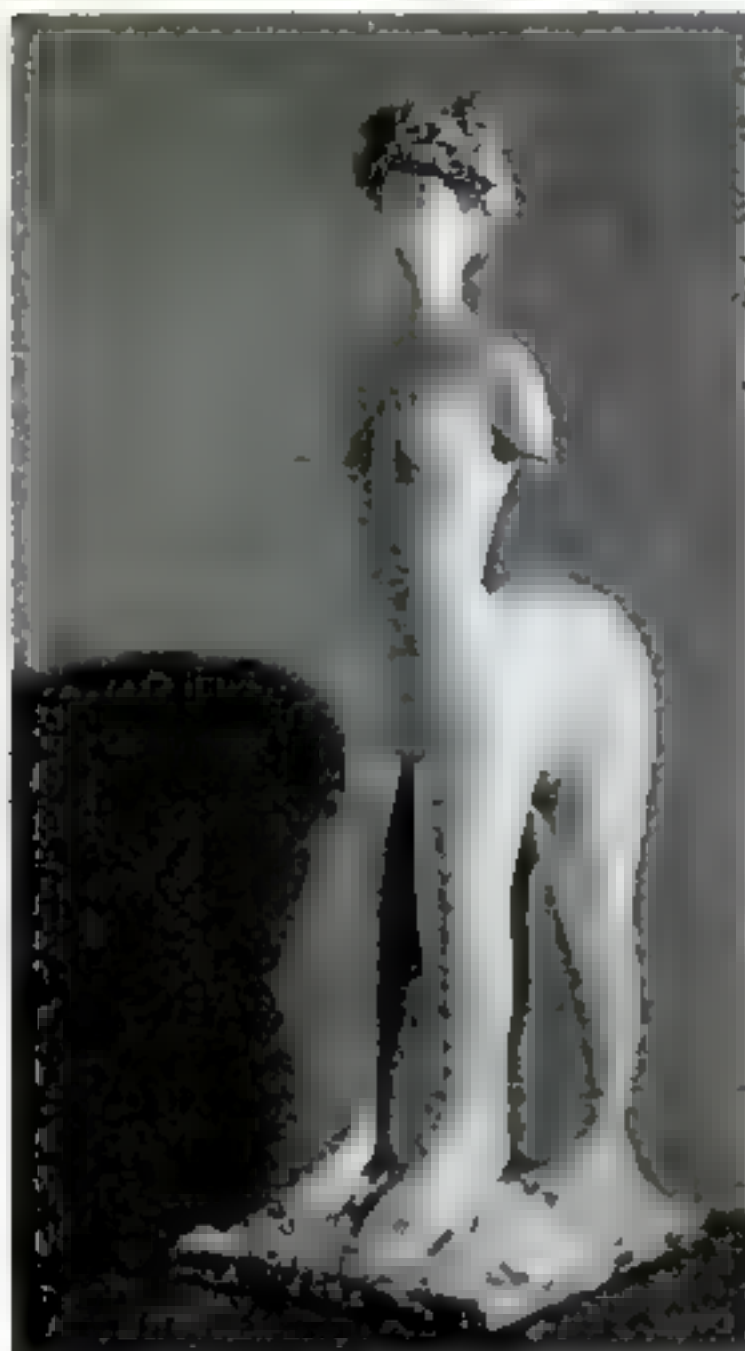
According to Rudofsky's impish theories of history, man has always been deeply dissatisfied with the human physique. Hence he has always been doling up himself and his women to look as much unlike human beings as possible. This endless struggle against reality has resulted in modern fashions, which are an atavistic imitation of cavemen and savages. Rudofsky has gathered some impressive pictorial evidence, which he has exhibited at Manhattan's Museum of Modern Art and is now incorporating into a book for winter publication (*Are Clothes Modern?*; Paul Theobald). One striking discovery was the similarity between a *Harper's Bazaar* caricature of the modern silhouette (right) and the exaggerated females conjured up by prehistoric cavemen artists in Spain (below). For other deadly parallels, see the next six pages.



CAVE DRAWINGS show how prehistoric art gave women pendulous bosom and inhumanly shaped head.



UNNATURAL SILHOUETTE OF 1939 MATRON FRIGHTENED OWN CHILDREN



FEMALE BODY as it would have had to be constructed to fit dress designs of recent history is shown by these models designed by Rodolsky. From left to right: conception



of the 1920s period (left). Formulas are caused by excessive corsetry, 1910; and length of the 1920s (right). Rodolsky's "The Human Body" (1923)



ANCIENT CRETE torso showed woman with a wasp waist and supported breasts.



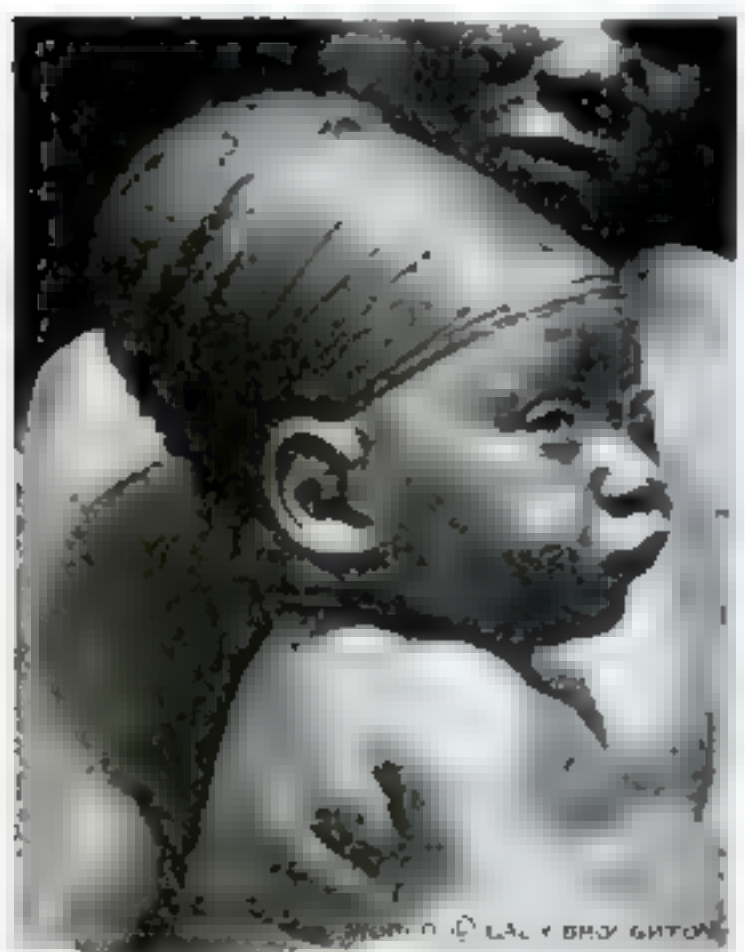
CURRENT FASHION in laces corset, brassiere which create the same result.



BURMESE SAVAGE used brass rings to stretch her neck to giraffelike length.



MODERN CHOKER copied Victorian style which went back to jungle cult.



HEAD BINDING practiced by these African primitives creates cylindrical skull.



TODAY'S TURBAN makes a woman look as if her head was bound from birth.



SANTA CRUZ NATIVES pierce and deform their ears to hold this ornament.



NEWEST EARRINGS, two to each ear gives similar effect of unnatural skull proportions.



CONGO GARMENT, pretending modesty, actually draws attention irresistibly.



FAN BUSTLE, a revival of the Congo style, has similar design and same result.



HOTTENTOT WOMEN made a virtue of abnormality, hypertrophy of buttocks.



VICTORIAN WOMEN wore big bustles which made them look like the Hottentots.

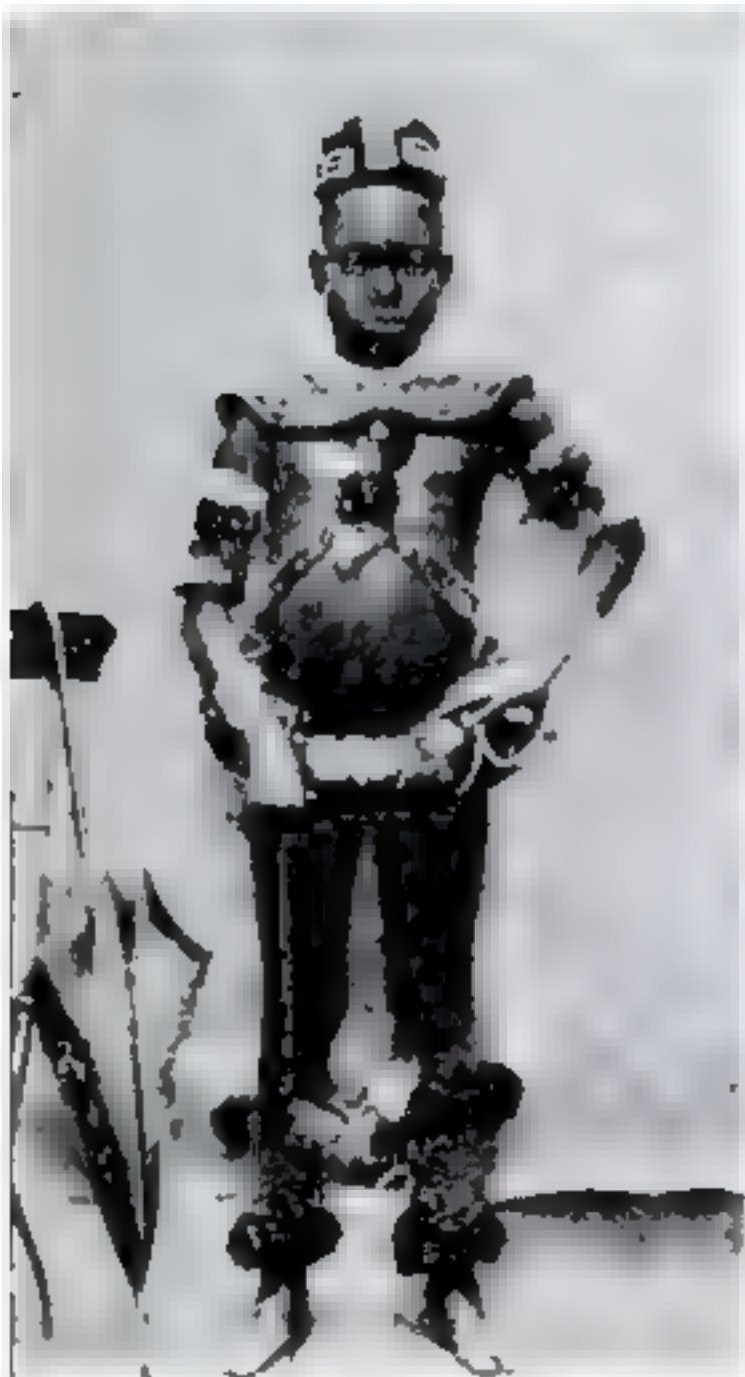
EVERY MODERN STYLE HAS A JUNGLE COUNTERPART

The most up-to-date of fashion designers, according to Rudofsky's theory, are slaves not only to the human inferiority complex but to the jungle. Thus the newest bustle (*above, second from left*) is only a modern counterpart of a coy device invented in the Belgian Congo. Indeed the very idea of a bustle, so popular in the Victorian age (*above, right*), is

simply a distortion of the female form into the shape once produced by a primitive abnormality. The buttocks of Hottentot women in South Africa grew to inordinate size; this deformity, thanks to mankind's preference for the bizarre rather than the natural, was greatly prized. Victorian designers, following any lead toward the grotesque, unknowingly devel-

oped a dress which simulated the Hottentot figure.

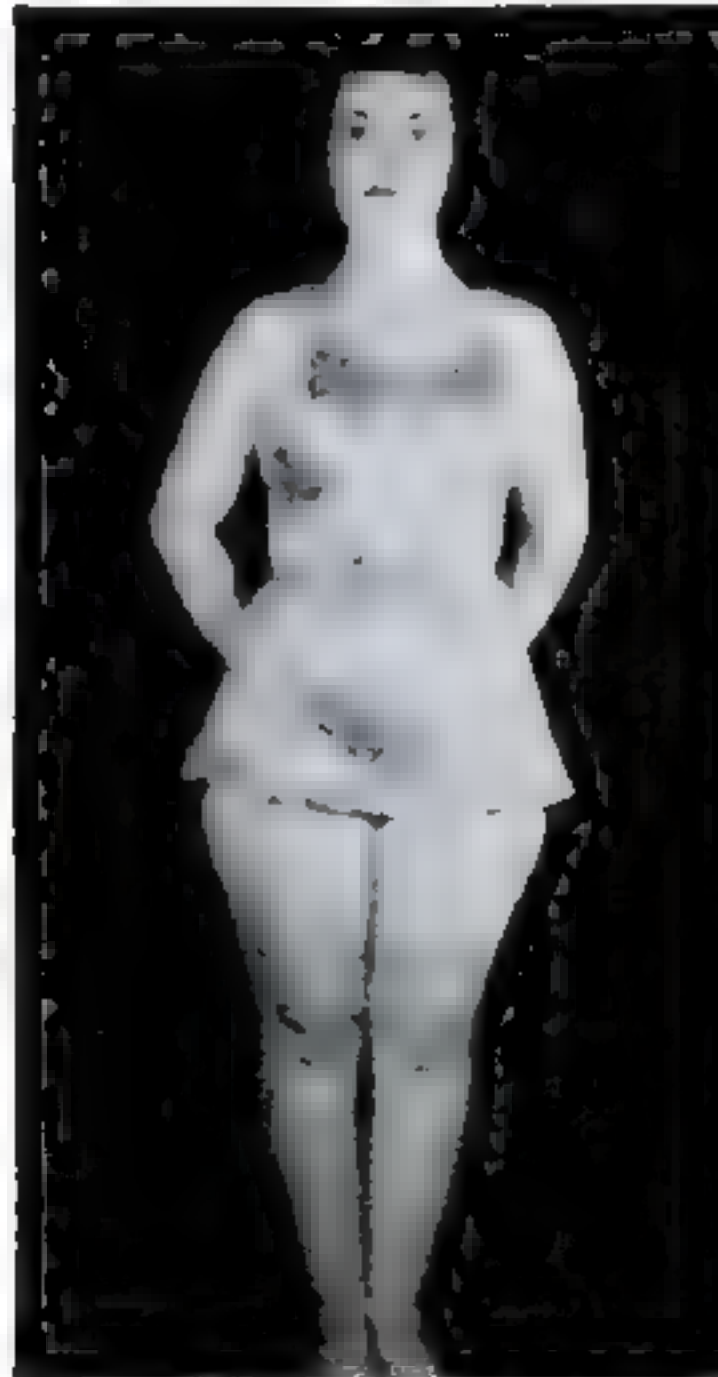
Some primitive tribes forcibly fattened their women to make them desirable brides (*below, left*). Modern cosmeticians do the same thing in reverse (*below, right*). In general, as can be seen from the modeled figures at the top of the opposite page, all styles tend to deny the basic facts of the human physique.



BEFORE BETROTHAL this Nigerian girl had shape which nature intended.



AFTER BETROTHAL same girl, maturing, has been fattened by force-feeding.



BEFORE GLAMORIZING as of 1946, girl is much too stout for current style.



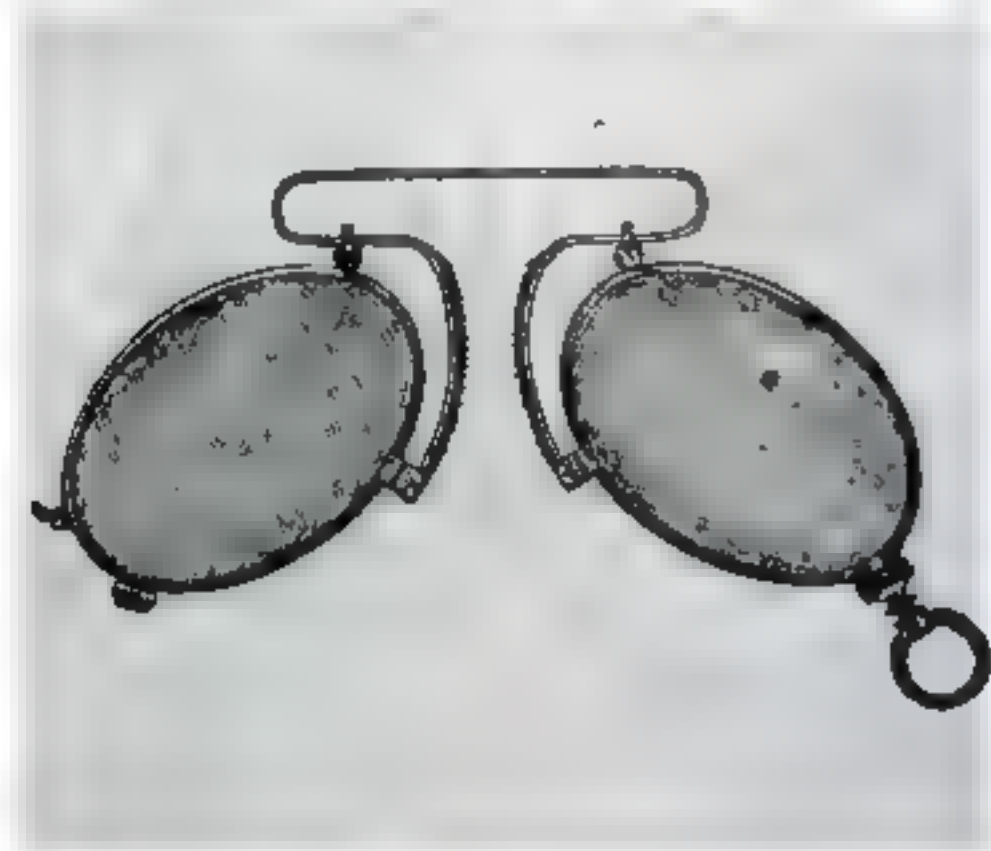
AFTER GLAMORIZING the same girl is slim, thanks to John Powers Course.

IF IT RESEMBLES NATURE, FASHION DISAPPROVES OF IT

By Rudofsky's lights, mankind's original dissatisfaction with the human look grew out of an unjustifiable comparison with animals. Man felt cheated because the human skin is much less colorful than a bird's plumage, the human figure much less compact

than a dog's, the upright posture more topheavy and precarious than a groundhog's. Thus man's fashions since time immemorial have perverted his real physical traits. He has stained his skin with tattoos and paint or hidden it with lacy designs (*see opposite page*).

He has made his own bright eyes look like an owl's (*below*). Women have sought to walk as unnaturally and helplessly as possible (*middle, this page*), meanwhile neglecting all the foot comforts provided by the more rebellious designers (*bottom*).



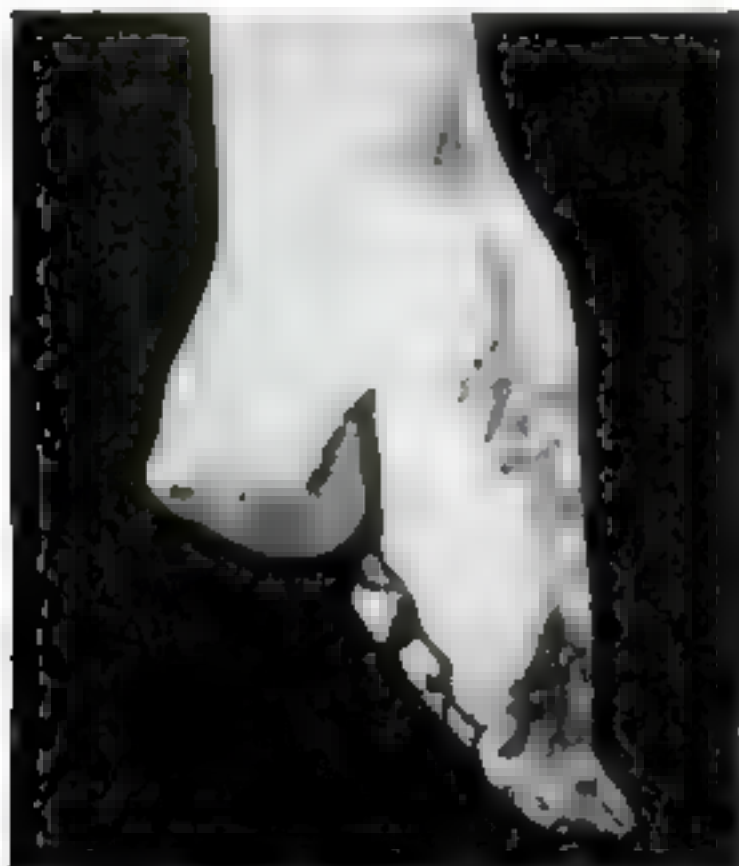
1900 SPECTACLES were obviously designed more for appearance than utility. Note that they are exactly like today's harlequin type (*extreme right*), except upside down.



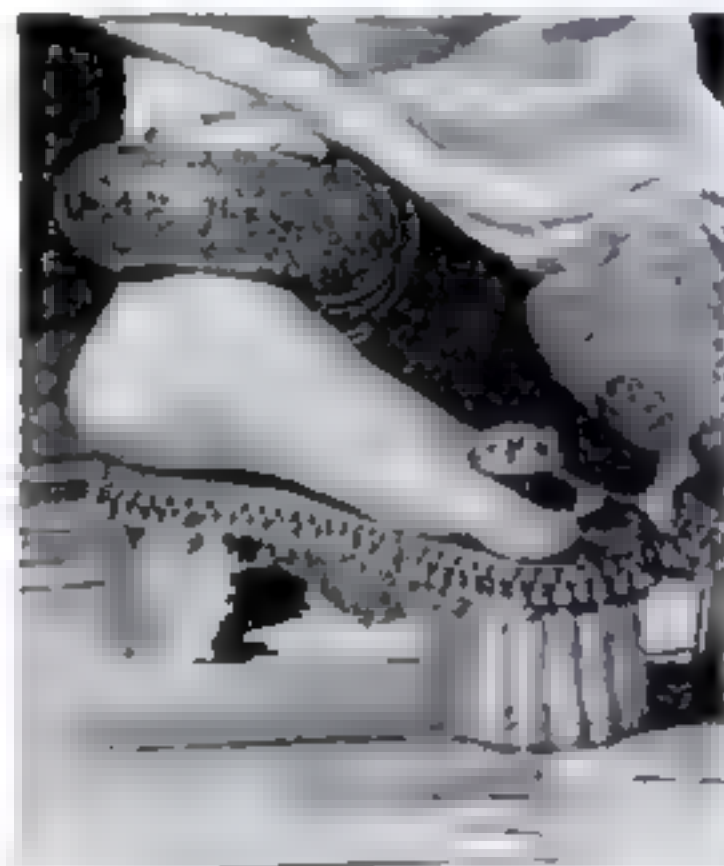
ARAB EYE MASK, worn in place of veil in Oman Province, resembles a pair of modern goggles or heavy-rimmed spectacles, makes its wearer look remarkably like an owl.



1946 SPECTACLES are as conspicuous and ornamented as designers can possibly devise. Some women who really need no glasses are buying them just to be stylish.



CHINESE LILY FOOT (*left*), with its dislocated arch and useless toes, was created by binding feet of girl babies, was considered to be the ultimate in female sex appeal. Note how modern high-heeled shoe (*right*) almost exactly duplicates its appearance.



ZANZIBAR SANDALS and anklets (*left*) weigh more than a pound and a half, were originally connected by a short chain which made normal walking impossible. Modern platform sandals (*right*) produce same exaggerated height and mincing, helpless gait.



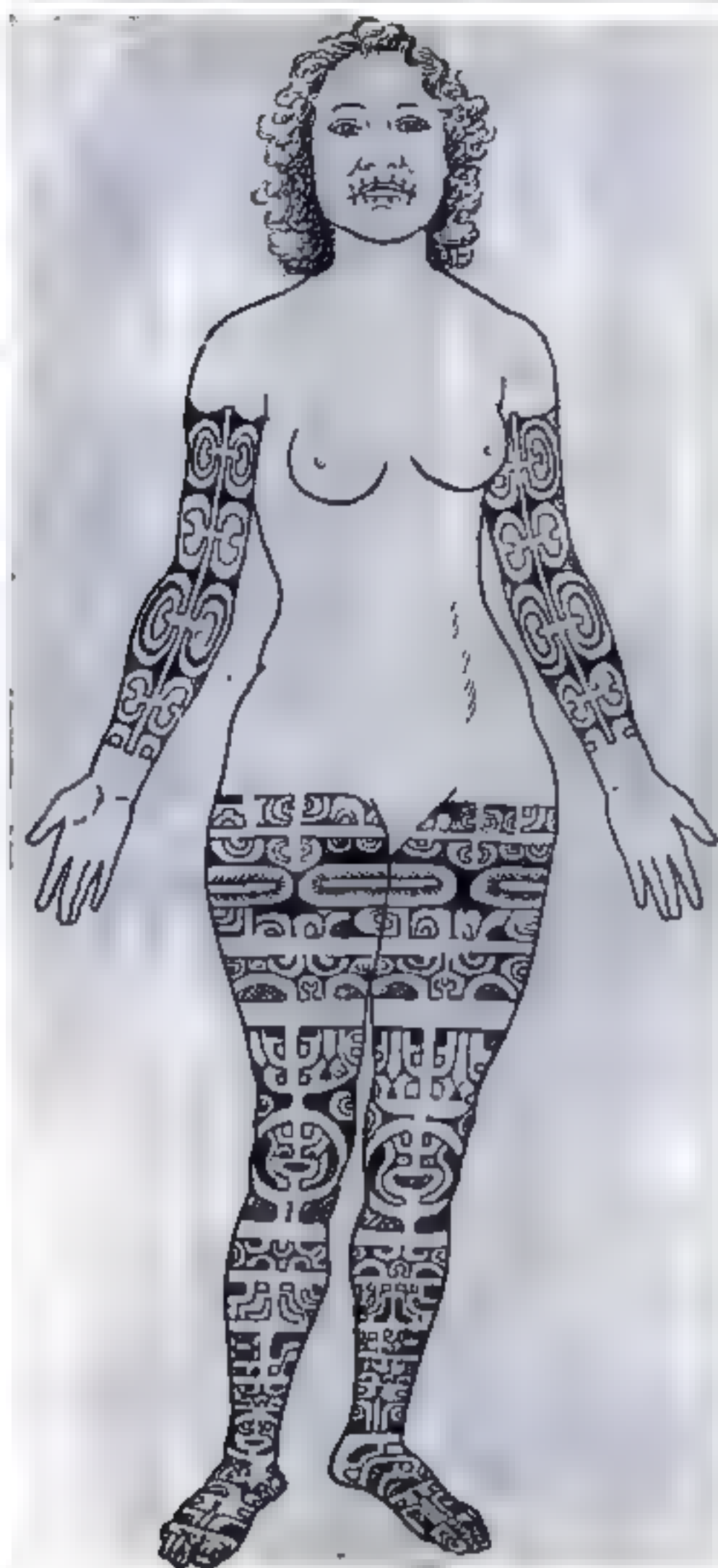
JAEGER STOCKING, with separate toes, was introduced about 1875 to U.S. by a reformer named Gustav Jaeger. This is one recent design approved by Rudofsky.



EGYPTIAN SOCK, worn in 200 A.D., antedates Jaeger sock by about 1,700 years, proves that even the ancient world spawned an occasional rebel like Rudofsky.



RUDOFSKY'S DESIGN, which he hopes to manufacture and market, goes one step beyond its Egyptian and Jaeger predecessors by giving toes absolutely free play.



SAVAGE TATTOOING on Marquesas Islands in the South Seas could go to any lengths but was always found from thigh to toe, on arms and mouth among social elect.



MODERN PAINT JOB of leg lotion, face make-up, hair bleach, almost duplicates savage pattern.



MARQUESAN MALE of high rank usually was tattooed from head to foot, a process which entailed weeks of torture, pain and fever. Object was to convert the human skin from its monochrome into a rich and varicolored fabric.



LEG TATTOOS in Marquesas Islands could be of varied design, differing in front and back. For a modern counterpart, see stockings of about 1895 at extreme right.



FACIAL ADORNMENTS common in southern Nigeria were an even more elaborate example of savage tattooing. Note advanced asymmetrical design at the lower right.



GAY '90S produced elaborate lace stockings in endless patterns. Removable and changeable at will, they were modern designers' answer to the primitive tattooed leg.



AZORES WOMAN, covered head to toe, would have felt naked if custom had decreed a single stitch less.

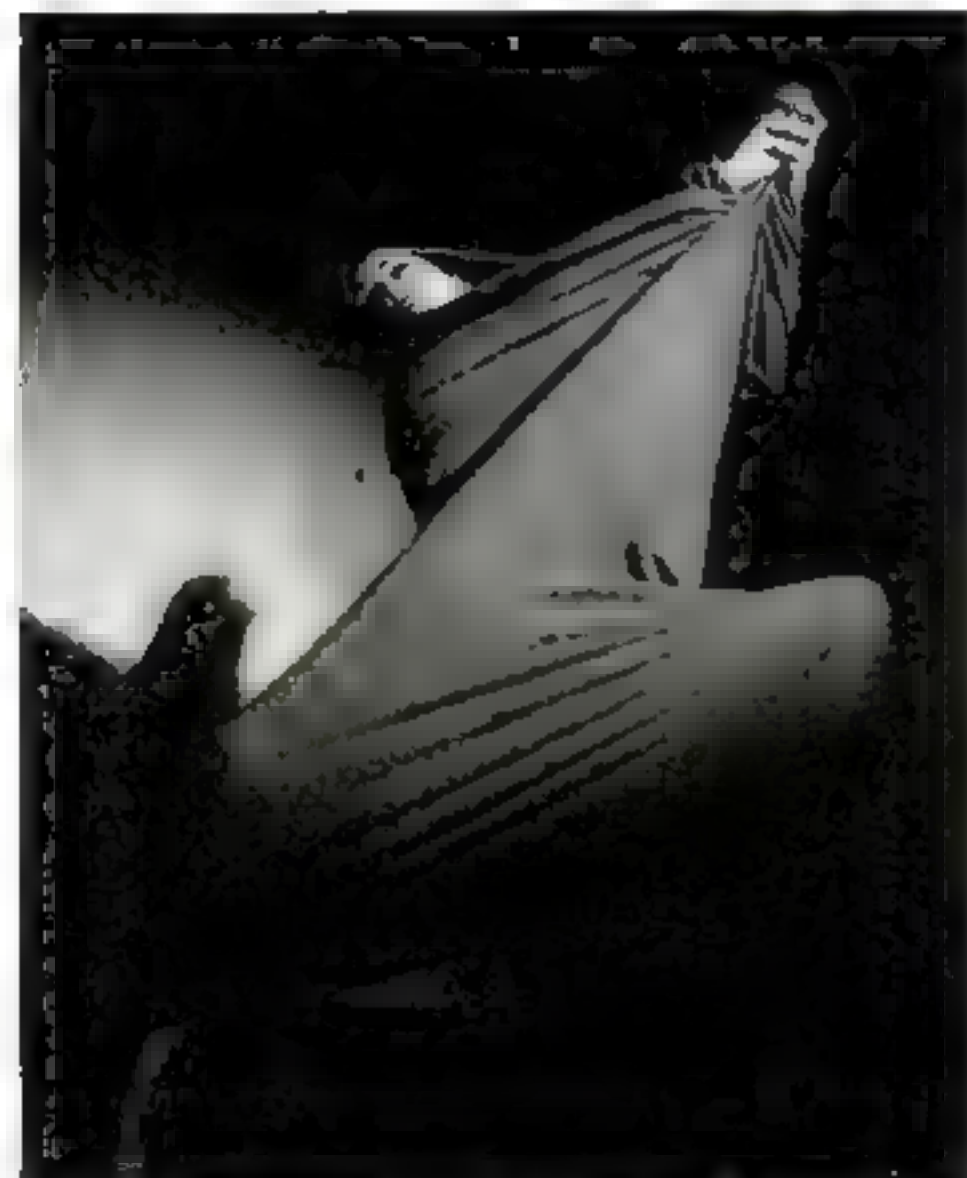


FRENCH BATHING GIRL, covered for only about one square foot, would feel overburdened with another stitch.



OCCIDENTAL DANCER (left) shuns any display of epidermis from thigh to sternum. But Oriental dancer

(right), though uninhibited about those regions, would never think of displaying legs, arms, shoulders or face.



MODERN COVERALL ROBE worn by Dancer Martha Graham probably symbolizes an excessive modesty



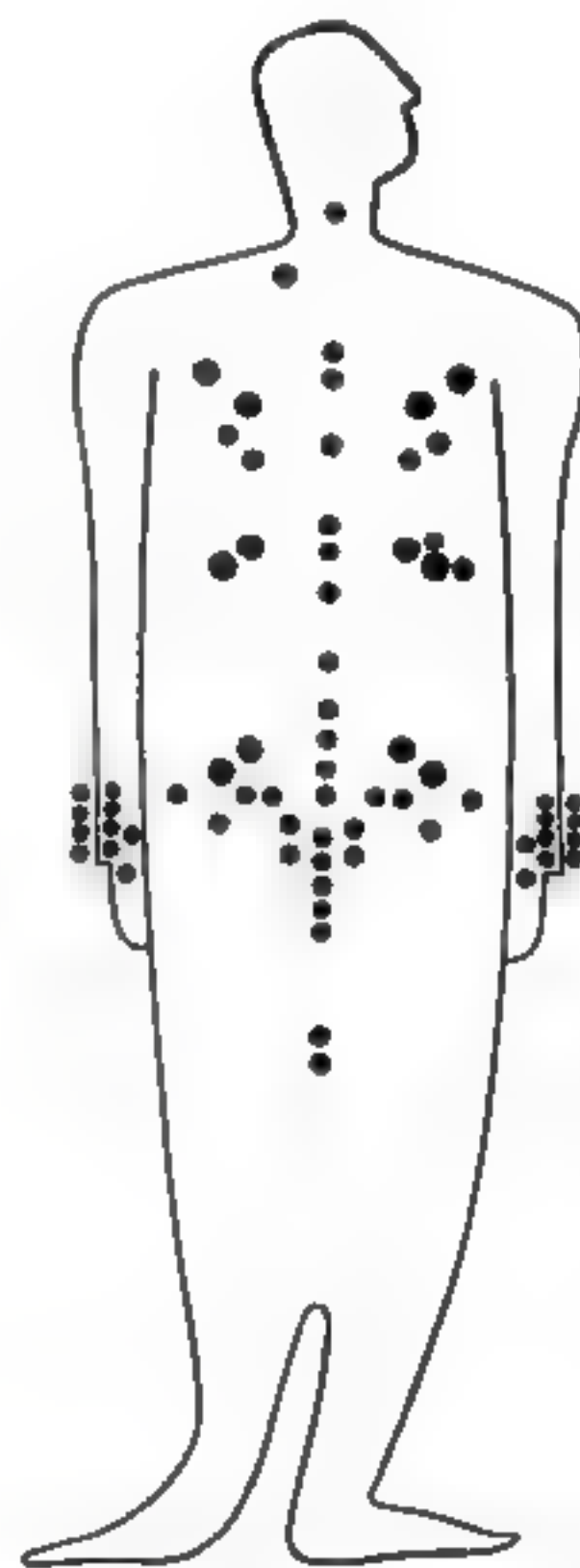
ARAB COVERALL of olden days modestly covered figure but slit down side revealed body when wearer walked.



SEVEN LAYERS OF CLOTH SURROUND MAN'S WAIST

FASHIONS MAKE ODD EXTREMES

Since fashion is predicated on distortion, imitation and local custom, says Mr. Rudofsky, it is bound to produce peculiar paradoxes of the sort which can be observed in the oddly contrasting pictures at the left of this page. Meanwhile the unfortunate male of the species is doomed to being surrounded like something found at the middle of an onion. His waist is laminated by seven folds of clothing (*above*) and he is forced to wear some 70 buttons, only a few of which can be fastened to anything (*below*). At the same time most modern designers are busy carrying on all the old atavisms in new ways, like Hattie Carnegie with her front and rear bustles on the page opposite.



MAN'S BUTTONS, from his underwear to his overcoat sleeves, number 70. Only 33 serve any useful purpose.



HATTIE CARNEGIE'S 1947 STYLES
SHOW SHAPE OF THINGS TO COME

CONTINUED ON NEXT PAGE 195



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RUDOFSKY'S TASTE SENSES ARE CONVENTIONAL

RUDOFSKY IS A HARSH CRITIC BUT NO ZEALOT

Bernard Rudofsky, who collected the pictures and theories on the preceding seven pages is, as might be expected, a rather amazing man. An architect by profession, he scorns office hours, forbids his friends to call him before noon, likes to work 24 hours a day to finish the job at hand and then refuses to work at all for four or five months at a time. He has spent most of his 41 years traveling and speaks five languages fluently. In keeping with his distrust of modern fashions, he and his Viennese wife usually go naked at home—though once, with a modesty whose logic is hard to grasp, he stoutly maintained to an interviewer that they never eat lunch without clothes on. At one time he planned to build himself a house without any windows; this project was not connected with nudity but with his theory that a house is just something to be used as a shelter when nature drives you indoors.

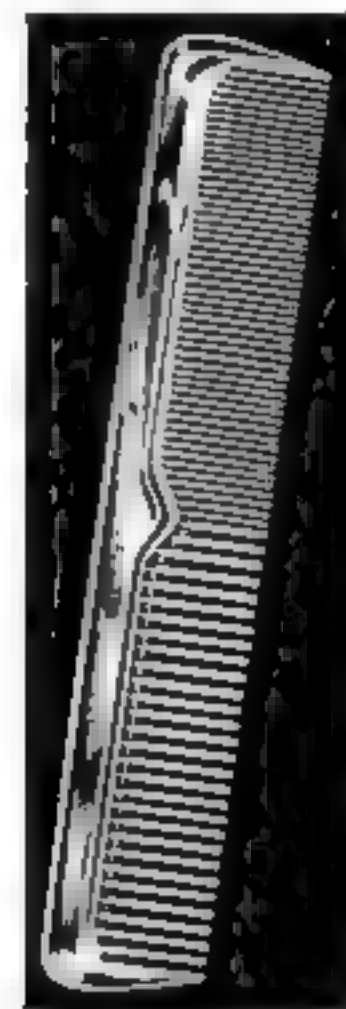
In the fashion field, which is a hobby with Mr. Rudofsky, he is chiefly noted for designing the Bernardo sandal (LIFE, June 10), an innovation highly praised by foot doctors even though it has not yet appeared widely on the street. His nomination for the ideal garment is a loose-fitting, flowing sort of robe, which could be made with a minimum of fuss and tailoring and would fit almost anybody. He has never worn such a garment in public, however, and shows no special interest in gaining converts to his theory. Indeed Mr. Rudofsky's charm as an unorthodox critic may lie in the fact that it is difficult to tell whether he views mankind's foibles with a reformer's zeal or an aficionado's delight.



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CLOSE-UP



TED WILLIAMS

Baseball's foremost problem child is talented, temperamental and Boston's hope for the World Series

by JOHN CHAMBERLAIN

THE Boston Red Sox, who are currently hoping to mow down the Brooklyn Dodgers or the St. Louis Cardinals in the World Series as easily as they mowed down the opposition in the American League, last won a championship in 1918, the year in which Ted Williams, their slugging left fielder, was born. If Ted had not spent at least 20 of the 28 subsequent years swinging a bat at baseballs, old tennis balls, softballs, corks, rocks or balls made of rags in an almost monomaniacal attempt to perfect himself in the one thing he really cares about, the Red Sox might not have made it this time. Ted is supremely single-minded about his hitting, happy when he is going good, morose and combative and eaten up with persecution complex when he isn't. The subject dominates practically all of his waking hours and he undoubtedly dreams about it as well. Once, in St. Louis, he took an admiring stance before his mirror and swung a bat so hard that he inadvertently knocked the bed to pieces. Ted wasted no sympathy on the furniture. "Gee, roomie," he said to his road roommate, Charley Wagner, as the spring and mattress fell to the floor, "Gee, what power!"

Ted is likable enough in spite of his obsession with his specialty. He is something of a "loner," and he refuses to pal around with his teammates in off hours, but in the clubhouse he does his share of the talking. In his off season he takes to the woods with guns and fishing tackle, and he would



GREAT HITTERS whom Williams hopes to top include Ruth (60 home runs in a season), Hornsby and Cobb (three-time .400 hitters) and Hugh Duffy (top record of .438).

sooner be caught dead than wear a necktie. His lack of sociability, however, is belied by his merry eye, and his customary profanity is usually followed by a smile that shows flashing white teeth. Standing a tall, rangy, handsome six foot three, he is sometimes known as the "Splendid Splinter," but the more familiar nickname is "Ted the Kid."

Since returning from the service Ted has acquired some of the aspects of maturity, but even though he is married (to Doris Soule of Princeton, Minn., whom he met on a hunting trip) and now crowding his 28th birthday, he is still very much the Small Boy. He talks about hitting—or about meeting Joe Louis, as he did recently at the Yankee Stadium—with the enthusiasm and volubility of a 10-year-old who is telling Mom and Pop at dinner table about his first sand-lot double, and he is still apt to fly into a juvenile pet if a miracle catch robs him of a home run. Once, in Minneapolis, he knocked a water cooler to pieces with his bat after an anti-Williams decision by the umpire. His power, however, is not ordinarily so destructive; at another time, when he had made up his mind to get even with some sarcastic fans by striking out, he hit an unintended two-bagger.

The power that is in Ted Williams' wrists, forearms and long form brought him a .406 average in 1941, which was the first time anyone had topped the .400 mark in the American League since Harry Heilmann of the Detroit Tigers turned the trick in 1923. A so-called "natural" hitter, which simply means that he makes batting look easy where Ty Cobb, for example, made it look like the product of long and considered thought, Ted derives his power from the extra flick delivered at the last second by sinewy wrists and great forearms. Ted's bat moves wickedly through the air with a long, silky swish that makes one think of a snake uncoiling or a Russian wolfhound bounding over a hedge. When Ted steps into the batting cage for his pregame practice swings, his baseball pants drooping halfway down his shinbones to conceal his tremendous length of leg, the atmosphere in the ball park becomes hushed and tingling; one would know it was Williams' turn even if one were blindfolded.

"I've never seen anything so loose," is the invariable reaction to a first glimpse of Ted at bat. Although he seems in a constant state of the fidgets as he gets ready to hit, now placing his bat on the far corner of the plate to give him automatic plate coverage, now flexing his right knee, now hitching up his left hip, now grinding his hands in opposite directions around the bat handle as if he were wringing the neck of a rooster, he

THE AUTHOR

Although LIFE readers know John Chamberlain best as a writer on political subjects and, in literary circles, as one of the country's foremost book reviewers, he is also a student of baseball. This close-up is a labor of love.

relaxes completely just before applying the power. His controlled six-inch stride gives him perfect balance, perfect transference of weight from back leg to front.

Williams' eyes, which are the most remarkable in baseball, never leave the ball until the instant before the bat hits it. In the Marine air corps, in which he spent nearly three years, it was discovered that he could see twice as well as the normal human being. He holds the student gunnery record for shooting out of a plane at Jacksonville, Fla. and one of his favorite pastimes in Boston is to identify the ducks flying over the Charles River.

Ted has done well enough this year to lead his league in runs batted in (119) and in home runs—his 38th homer of the season last week was the hit which clinched the pennant for the Red Sox. But in early September he was constantly kicking himself for hitting below .350 and lagging behind Mickey Vernon, first baseman of the Washington Senators, and Johnny Pesky, the shortstop for his own Red Sox. With tolerant scorn in his voice he calls both of these men "pesky" hitters, meaning that they beat out more than the normal complement of infield rollers and drop more than the ordinary number of bloopers over the shortstop's head. The years Ted spent in Marine aviation may have taken the slightest fraction from his timing in a year that has seen other returned war veterans (Joe DiMaggio, Joe Gordon) slump woefully.

Then, too, the screwy defenses which some teams throw up against Williams have had him worried. Since Ted the Kid is a "pull" hitter who almost invariably sends the ball into right field from his left-handed batting stance, satanic managers like Lou Boudreau of Cleveland have taken to shifting the shortstop, the center fielder and even the third baseman to the right-hand side of the diamond to lay for Williams' drives. As Ted himself said at the end of August, a month in which he hit for a meager .272, "The going has been tough, brother. If they keep laying for me I'll have to learn to hit to left field even if I only hit one out of 10 safe."

But even though Williams has yet to learn the art of hitting 'em where they ain't, he still regards himself as the greatest hitter in the world. He has collected some \$40,000 in salary this year from Millionaire Tom Yawkey, owner of the Red Sox, for his power drives and is currently putting out feelers for an \$80,000, or Babe Ruth, salary in 1947. The headlines of one era, he thinks, are justly entitled to as much money as the headlines of another. Ted is almost as hungry for money as he is for base hits, which is saying something, and he recently hired a manager,

CONTINUED ON NEXT PAGE



WILLIAMS' HANDS, wrists and forearms are the key to his transcendent batting ability, for they enable him to give a last, extra kick to the ball that sends it screaming against

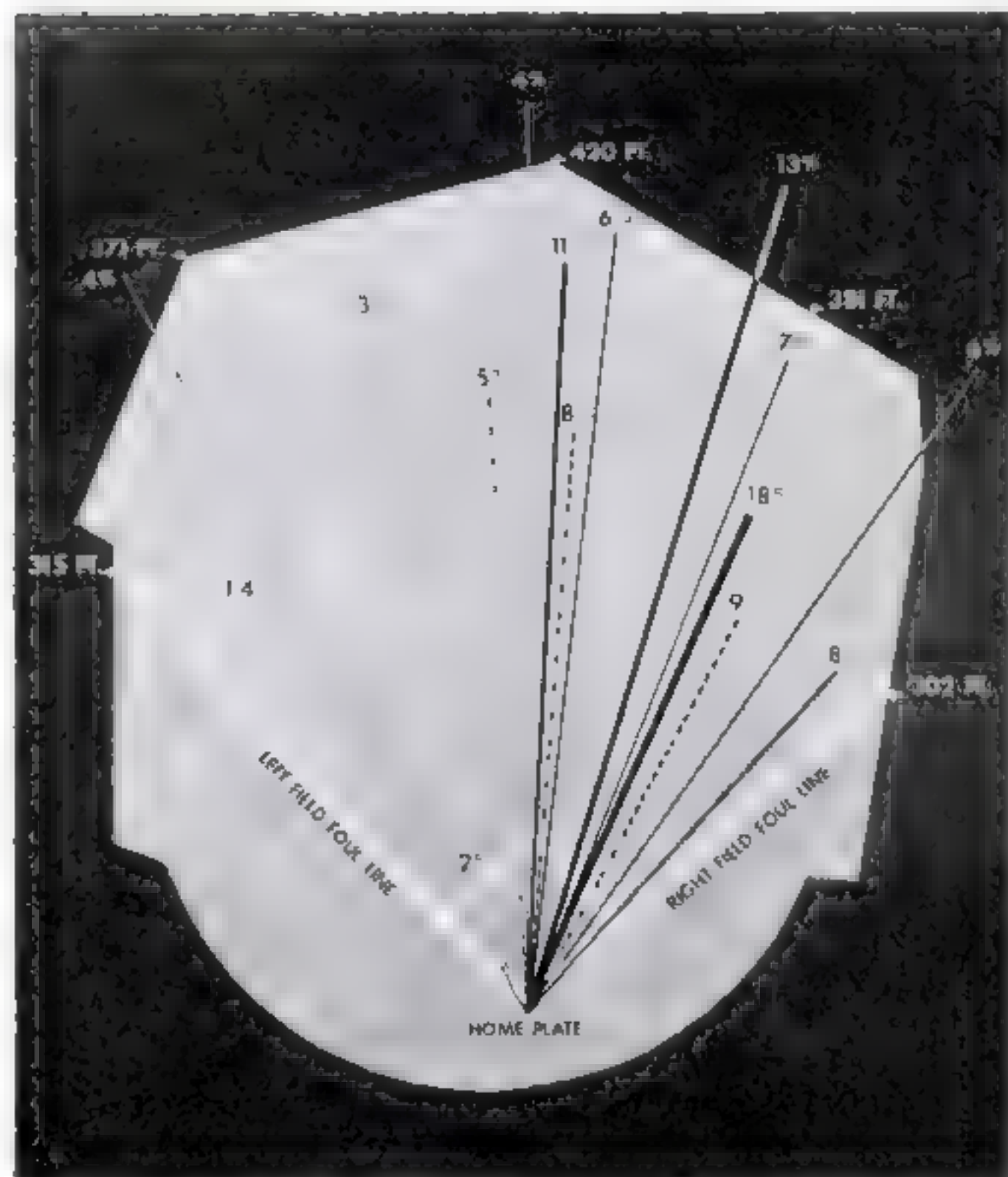
the fence or into the bleachers. Williams gives most swings an uppercut loft in order to get home-run height. To keep his arms and shoulders in shape he does 30 pushups daily.

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WILLIAMS' HITS, as shown by this approximated percentage chart, are those of a left-handed "pull" hitter who usually sends the ball to right field. All lines shown are hits. Straight lines are line or fly hits. Dotted lines are ground hits. As of Sept. 10 of this year, 23% of Williams' hits had been homers, most of them going to right center. Only one of the homers Williams has hit in 1946 has gone to left. About 55% of his outs have been on flies.

WILLIAMS CONTINUED

Fred Corcoran of the Professional Golfers Association, to drum up profitable sidelines for him, such as the ghostwritten column to which he signs his name in the *Boston Globe*. Ted isn't a tightwad with his money; he has sent as much as \$7,000 a year to his mother and he is constantly adding to the expensive cameras, fishing rods, guns, dry flies and shells which are the implements of his only hobbies. But he wants to command the biggest income in baseball as a tribute to his prowess and he would endorse corn-silk cigarettes if it would pay him a dime. He describes the small attention he gives to his rather platitudinarian ghostwritten column as "a pain in the rear end," but he says with small-boy awe in his voice that it pays him more than he made in his first year with the Red Sox. Ted's income from the column is \$1,500 a week.

Ted has the temper and temperament of a perfectionist, and paradoxically this keeps him from achieving the top measure of the perfection that might someday come to him. But his occasional screwball tantrums do not detract greatly from his game. Where a half-legendary baseball character such as Rube Waddell did crazy things for the pure love of zaniness, Ted is apt to announce that he would rather be a fireman than an outfielder, or to heave the ball wildly over the stands all because of some momentary pique with his own failure to hit safely. Ted's appetite is as Gargantuan as that of Elmer Flick, the Cleveland outfielder who ate himself out of the major leagues, but a passion for steaks and malted milks has no effect on the shad-belly Williams waistline. If Ted had to cut out both zaniness and eating to stay in baseball, he would certainly do it.

When Williams decides to put on a mood, it is probably 90% anger with himself and 10% good theater. "I'm supposed to be a sour guy," he says with a grin—and the accent is on the word "supposed." The sourness, when worked up, is projected at a) the fans and b) the sportswriters, seldom at other ballplayers. Ted doesn't mind being bench-jockeyed by other managers, and when Jimmy Dykes of the Chicago White Sox responded to Williams' crack about wanting to be a fireman by dressing his players in fireman's helmets and cranking a fire siren in the White Sox dugout, Ted merely laughed. But if a fan gets on him, Williams goes wild. He has what ballplayers call "rabbit ears," and if a single spectator in a crowd of 60,000 happens to yell, "Hey, you monkey, why'nt

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WILLIAMS CONTINUED

ya go into the fire department?" Williams will hear it and respond with pique. Once, when he was asked about acknowledging the cheers which he gets along with boos from his Boston fans, Williams said, "Never, never will I tip my cap to those damned New England buzzards." He thinks deference should come automatically to the greatest hitter in the world. What the sportswriters say about him is invariably described by Williams in a scatological four-letter word. When Manager Joe Cronin publicly slated Ted in a Detroit hotel lobby for loafing on a hit in a game in which his crabby teammate, old Lefty Grove, was trying to chalk up his 300th major-league victory, Williams didn't get mad at Cronin. Instead he blamed the sportswriters for reporting the incident.

They don't pay off on fielding

THREE times since coming up to the Red Sox in 1939 Williams has been taken out of the game by Cronin for displays of languor or temperament. But ordinarily the Williams indifference is, like the Harvard variety, mere harmless simulation. His favorite pose in left field is to stand with his arms folded across his chest. In a recent game in Washington, Williams looped the ball into the infield with just barely enough pressure to hold a man on first after a single, refused utterly to give a foul the old college try, loped to first on a topped ball to the pitcher, was almost picked off first after he had received a pass and merely swung a single bat



"TED THE KID" in grade school smiled more than Ted the Kid at 27.

a damn good try, but you can bet your sweet life I won't get killed. They don't pay off on fielding."

Even though Williams doesn't care to be known as a ball hawk in left field, he is good enough to be classed with the best. Sometimes he will make a spectacular running catch, then, as if remembering that he does not want to be considered a Tris Speaker or a Dominic DiMaggio, he will stop short and put on a show of collapsing like a suddenly luffed sailboat. But he will hold onto the ball. He seldom talks about fielding but he will chum endlessly about hitting. For a supposed natural hitter he spends an inordinate amount of time analyzing his swing, watching other greats at the plate and pumping studious Rudy York, the part-Cherokee first baseman of the Red Sox, about pitchers.

When Hughie Duffy, the septuagenarian who hit .438 back in the '90s, visits the Red Sox clubhouse, Williams chins with him. When he first came up with the Red Sox he watched Jimmy Foxx, holder of the home-run record for right-handed hitters, with considerable awe, marveling at Foxx's burly shoulders. Soon he had Foxx telling him all about the Big Five of the late '20s and early '30s—Babe Ruth, Al Simmons, Lou Gehrig, Hack Wilson and Foxx himself.

From his study of comparative styles and records, Williams has come to the conclusion that Ruth and Company had an easier time than such present-day hitters as Stan Musial of the Cardinals, Dixie Walker of the Dodgers and Theodore Samuel Williams of the Red Sox. "Ruth and Gehrig came along after the pitchers had been deprived of the spitball, the emery ball and other screwy deliveries," says Williams. "But today lots of pitchers have stuff to replace the spitter. It took them some time to catch up with the

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WILLIAMS CONTINUED

batters. But if you say I said the pitchers have more stuff today people will say, 'Aw, there goes Williams alibi-in' himself. He's been goin' bad and he's makin' his excuses.' "

Williams also has a theory that the 1946 baseball is a vastly inferior product from the would-be home-run hitter's point of view. "The leather in your shoes isn't as good today as it used to be," he says. "Well, do you think the leather in the baseball is any different? The other day someone brought me an oldtime baseball autographed by Babe Ruth. It had beautiful seams, beautiful stitching that wasn't raised, and the wool was better and wound tighter. We haven't seen balls like that lately. But if you say I said so, they'll pull that 'Aw, there goes Williams' stuff again.' I'm always talkin' too much."

Maybe Williams is unconsciously seeking an alibi for failing to reach his 1941 mark of .406, but it could be that he is right in his historical comparisons. For it is undeniable that he has made an unparalleled study of his profession. "Sometimes," says Bobby Doerr, the smart second baseman and captain of the Red Sox who played with Williams back in San Diego, "he will take a called strike just to see how fast a pitcher is." When Marine Airman Williams was in the Hawaii area with Marine Ted Lyons, the cagy pitcher who now manages the Chicago White Sox, he spent four months buzzing "old Ted trying to find out how he'd pitch to me."

The story of Ted Williams' eremite's devotion to the problem of hitting a little round object faster and farther than the next person goes back to a childhood spent in San Diego, and no doubt a psychoanalyst could make a good deal of it. Ted's mother, Mrs. May Williams, is a Salvation Army worker whose will is almost as imperious as that of her son, and growing up under her nervous but fascinating spell would either make or break any kid. Known around southern California as Salvation May, the "Sweetheart of San Diego" and the "Angel of Tijuana," Mrs. Williams goes at her work the way Ted goes at hitting home runs. She claims the world championship in selling the Salvation Army newspaper, *War Cry*, and she has the reputation of being able to force her way in anywhere. At Christmas she takes 50 children to visit the warships in San Diego harbor. Sam Williams, Ted's father, has been a wanderer, and Mrs. Williams has had to bring up Ted and his younger brother herself, playing the cornet in the Salvation Army band and entertaining prisoners in the county jails for a living. She divorced her husband some time ago and now she has the job of answering the younger son's querulous, "Mother, why is it everything comes to Teddy and I don't get anything?"

Things came to Teddy quite early because he applied a fiercely determined will to the problem of getting what he wanted, which was a chance to hit a ball. One day, when Mrs. Williams was entertaining some friends in her small row house, Teddy came in wearing a strange rig that was quite unlike a Salvation Army uniform.

"What on earth have you got on?" asked Mrs. Williams. "It's a

CONTINUED ON PAGE 117



TED'S MOTHER is known as Salvation May in her home town of San Diego, Calif., where she works tirelessly raising money for her beloved Salvation Army.

Simply Swell
Says Charlie McCarthy

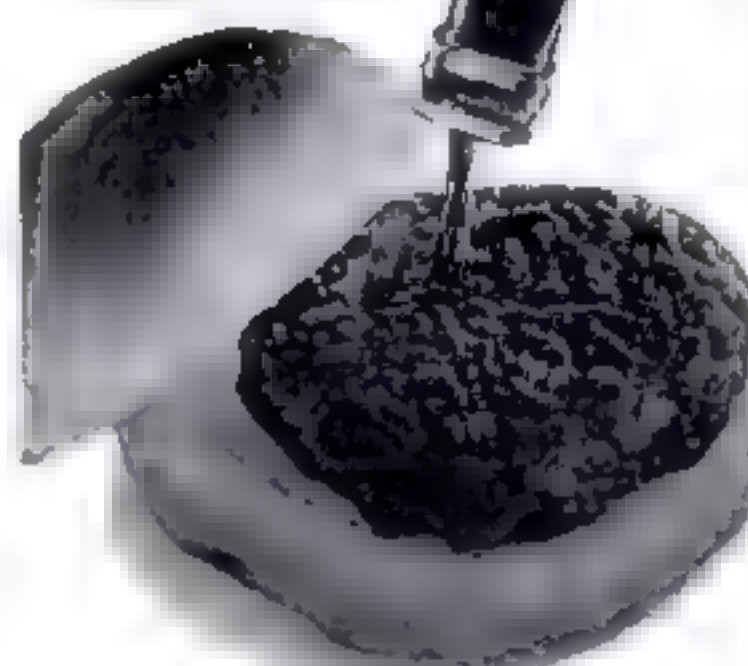
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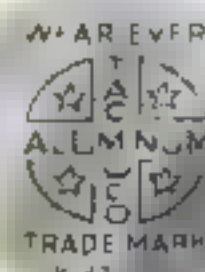
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CLOSER SHAVES!
Conditions beard—softens wiry whiskers



Letric Shave takes the "fight" out of tough whiskers—helps you get a longer-lasting shave.

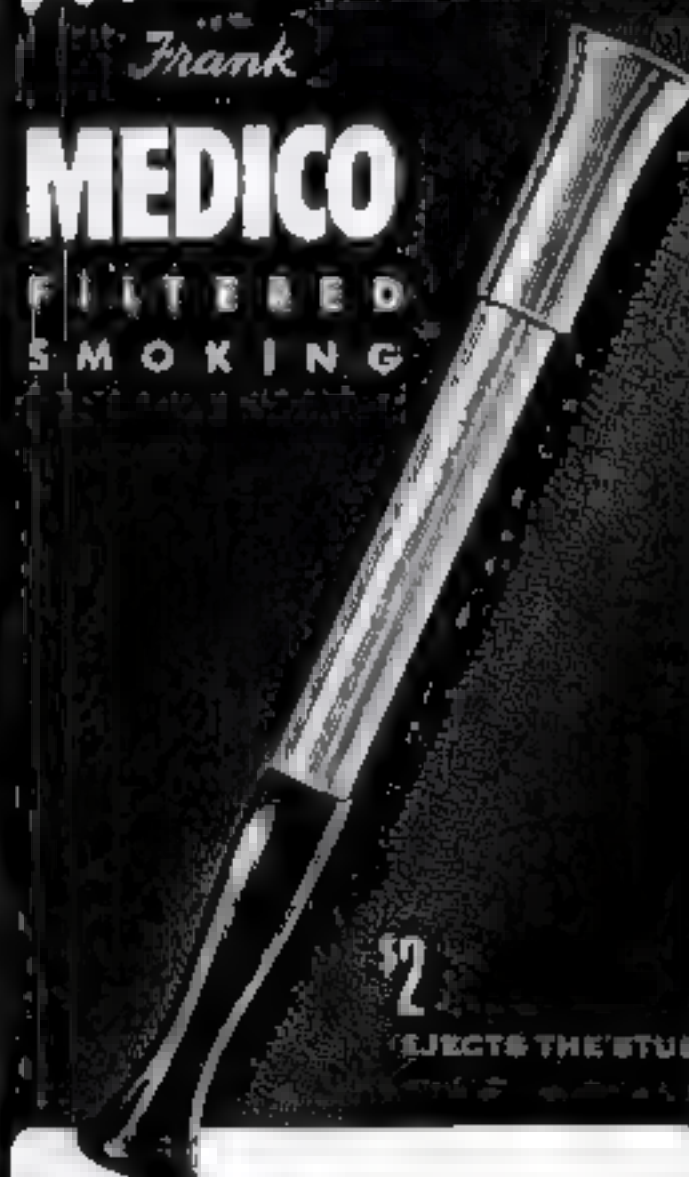
Free sample—Use Letric Shave with any make of shaver. On sale at dealers everywhere—or send name and address to The J. B. Williams Co., Dept. LE-6, Glastonbury, Conn., for generous trial bottle. (Offer good in U. S. A. only.)



Letric Shave

Makes electric shaving easier

CUT DOWN NICOTINE



- Replaceable filter in new Frank Medico Cigarette Holders, filters the smoke.
- Cuts down nicotine.
- Cuts down irritating tars.
- In zephyrweight aluminum.
- Special styles for men and women.
- \$2 with 10 filters, handy pouch and gift box.

S. M. FRANK & CO., INC., NEW YORK 22

baseball suit, mother," said Teddy. "A lady gave it to me. I'm going to be like Babe Ruth someday."

"Who in the world is Babe Ruth?" asked Mrs. Williams. Teddy answered solemnly, "He's the greatest player in the world, and that's what I'm going to be." Since there are perhaps 5,000,000 kids in the country with a similar ambition at any given moment and since the two major leagues have room for only 480 or 490 players at a time, the chances of Ted's making it were mathematically dim. But Ted posted pictures of Babe Ruth all over the house, practiced swinging endlessly and stood for hours pitching a ball at a hole in a board. "He loved baseball like I love my Salvation Army," says Mrs. Williams. When the so-called Texas Liquor House team offered him \$2 a game, Mrs. Williams, who will not allow alcohol in her house, thought it so menacing that she said, "No." "Before you earn your money that way, son," she said, "I'll sweep the streets of San Diego for a living."

One Sunday afternoon Ted had to confess to his mother that he had been playing ball on the Sabbath. "Mother," he said, "I have bad news. I was at bat this afternoon, the bases were loaded and I hit the ball so hard it went clean through a second-story window across the street. I'm afraid we'll have to pay for it." "That's what you get for breaking the Sabbath Day," scolded Mrs. Williams, who didn't have the price of her milk bill at the moment. The next day, sure enough, a man in uniform put in an appearance at the Williams home. But it wasn't someone from the police; it was Elmer Hill, a fireman friend of Teddy's, and he had brought with him Bill Essick, a scout for the New York Yankees who had seen Ted break the window. Essick's proposition, which was to place Ted with a farm team, fell through because the Yankees wouldn't give Mrs. Williams \$1,000 for letting Ted out of her sight.

The Williams' lived on a dividing line between two school zones in San Diego, and local legend has it that the coach at San Diego High tried to get the district gerrymandered in order to keep Ted from going to the rival Herbert Hoover High, which was his choice. At Herbert Hoover, Ted pitched, soaked up some batting knowledge from Wes Caldwell, the coach, and took home a silver statuette engraved with his averages, .586 for 1935 and .403 for 1936. One day Ted went down to the Pacific Coast League park of the San Diego Padres, parked ball after ball into the stands or the bullpen and was signed at 17 to play professionally. The club president, the late Uncle Bill Lane, supposedly gave Mrs. Williams his word not to sell Ted until he was 21 and to give her a piece of the

CONTINUED ON NEXT PAGE



TED'S WIFE Doris goes along with her husband on off season hunting and fishing expeditions. Ted landed this 374-pound tuna off Newburyport, Mass.



Double Your Comfort with

Healthknit

MAC DEES

... THE KNIT-TO-FIT WINTER WONDER-WEAR!

1. You're comfortable from the waist up because the exclusive Kut-Ups feature keeps the shirt tucked in. It can't bunch!

2. You're comfortable from the waist down because the Cantilever action built into the bottoms gives you firm yet gentle support. No bind, no chafe, no buttons! And MacDee's full elastic waistband means a snug, perfect fit.

MacDee's fine, close-knit combed yarns wear and wear, too... laugh at laundering. Ask for MacDee's—the Healthknit wonderwear—now at your favorite store.

YOU'LL ALSO LIKE
**Healthknit
THREE SEASONS**



For good reasons They've got the famous Healthknit built in quality. Extra warm for colder weather. For men and boys. Choice of Union Suits or Shirts and Drawers.

STANDARD KNITTING MILLS, INC.
Knoxville 3, Tenn.
New York Chicago San Francisco

WEAREVER DeLuxe



If you ask us—
it's

AMERICA'S
LEADING
PEN
VALUE

ONLY
\$1

BY AMERICA'S
LARGEST
Fountain Pen
MANUFACTURER



OTHER
WEAREVER MODELS:
WEAREVER ZENITH
PEN \$1.95 • SET \$2.75
WEAREVER PAGEMAKER
PEN \$2.75 • SET \$3.75

AT DEPARTMENT, CHAIN
AND STATIONERY STORES
DAVID KAHN, INC., North Bergen, N. J.

©1944, D. K. Inc., "Reg. U. S. Pat. Off.

WILLIAMS CONTINUED

price when he did sell him. But during his second season with San Diego, Williams was sold to the Boston Red Sox, which sent the outraged Mrs. Williams to confront Mr. Lane. Old Uncle Bill threw up his hands and tried to make his excuses for putting Ted on the baseball slave market. At that time the San Diego meal allowance for traveling ballplayers was \$2 a day, but Ted was always exceeding the limit. Uncle Bill said he just couldn't afford to keep the Williams stomach filled. Finally Mrs. Williams went to Eddie Collins, the vice president of the Red Sox who had paid a reported sum of \$70,000 in cash and players for Ted. Mr. Collins is mum about what happened at the interview, but Mrs. Williams says she went away with \$2,500.

"Wait till Foxx sees me"

TED got his first chance with San Diego as a pitcher, but the line drives came back at him so fast that Frank Shellenbach, the club's manager, quickly shifted him to the outfield. In his first season he hit .271 in 42 games and didn't get a home run. Thin to the point of looking undernourished, Ted was reported by a Detroit scout to be too frail for the majors. But Ted hit .291 in 138 games during his second year with San Diego and got 23 homers. When he went east to the Red Sox training camp in 1938, his old teammate Bobby Doerr greeted him with, "So you're the great hitter from the coast. Wait until you see Foxx hit." "Wait till Foxx sees me hit," replied Williams.

Ted the Kid was a true busher at the time, as fresh and as green as April grass. He yelled, "Hey, scout!" at Manager Cronin and tried to stomp Moe Berg, the catcher who once attended the Sorbonne, with such questions as, "Can a man marry his widow's daughter?" When the Red Sox went north from Florida to Boston, Williams was ticketed for further minor-league seasoning at Minneapolis, where there was a short right-field fence just made to his order. In 148 games for Minneapolis, Williams batted .366 and hit 43 homers. His habit of stalking around in the outfield and taking imaginary swings with an imaginary bat when fly balls were coming toward him nearly drove Manager Donie Bush to prostration, but the year with Minneapolis was good for Ted. In 1939 he stuck with the Red Sox, hit 31 home runs, compiled an average of .321, drove in 145 runs and was named rookie of the year. Two years later he topped the .400 mark. He had one more season before enlisting in the Marine air corps, a good one for himself but a disappointing one for the expensive stars of the Red Sox, who couldn't quite catch the Yankees before succumbing to old age.

Ted qualified as a carrier pilot, but V-J Day came before he had a chance to fly in combat. Some of his cockiness disappeared when he was detailed to teach flying, and when he returned to competition this year, a debate raged over the question of his supposed new maturity. He blew into Sarasota, Fla., the Red Sox camp, in late February in high good humor, immediately assembled the clubhouse kids to throw them up to him in an extra practice session and kept up his cheeriness well into July. The sportswriters, with whom he had feuded bitterly before the war, wrote reams of copy about the "new" Williams, and the stories of his bad younger days began to take on a legendary quality. In 1940 he had claimed his \$12,500 salary was only chicken feed (which it was). In that same year he also made the casual remark that he'd like to be a fireman. He did this after going to visit a Mount Vernon, N.Y. uncle of his at the firehouse. The uncle was sitting happily in the sun and it looked like an idyllic life to Williams, who wasn't going too well in a series at the Yankee Stadium.

Somehow, from Williams, cracks about money and the life of Riley at the firehouse seemed less majesty, although Bill Terry, the star first baseman of the New York Giants in the '30s, complained annually about earning chicken feed and the sportswriters never rode him for it. After the columnists had rung the changes on the fireman story and the chicken-feed pay, the picture of Ted as a sulky and ungrateful meat-head was firmly fixed in the public mind. And by late July of this year the picture of a young man regenerated by service in the Marine air corps was just as firmly established as a popular stereotype.

Actually Ted has not changed very much except as one normally changes by growing older, and he was never so bad as he was painted in the days when he was a cub. His prewar tantrums were the defects of his special quality, which is to care so intensely about his profession that he hates himself when he falls short of absolute perfection. A perfectionist who keeps his arms and wrists strong by doing 30 pushups a day must be expected to feel frustrated when things aren't going right. And if a hired hand can't complain about money, then individual bargaining is dead.

Glorify Meals

BY BREWING TASTY,
FLAVORFUL COFFEE—IN

Vaculator

WITH THE NEW
DUTCH
FILM



"Don't you dare give me
up for Marlin Blades!"

Made of finest steel, scientifically sharpened and honed,
guaranteed by The Martin Firearms Co.

PHOTOGRAPHERS:

New! Print Photos on
Almost Any Surface!

Amazing new emulsion sometimes
almost any surface, any size. Print
photos on wood, glass, metal, china,
walls. Apply in one coating with
brush or cloth. Use ordinary dark-
room equipment. Contact or pro-
jection. Get free booklet from your
dealer. The Glenn L. Martin Co.,
Baltimore 3, Md.



ASK YOUR DEALER ABOUT
Glenn L. Martin

MULTI-MULSION

FEET HURT, BURN?

Dr. Scholl's Foot Balm quickly relieves
discomfort caused by exertion.
Very soothing and refresh-
ing. Costs but a trifle. Try it!



Dr. Scholl's FOOT
BALM

CONTINUED ON PAGE 129

A short course in Railroading

...for Airline executives

Airline executives are mighty proud of their airlines and we don't blame them. The airlines have been progressive and they have their place in the transportation scheme of things, just as the railroads have theirs.

But we wish they wouldn't spend so much time talking about the railroads in their advertising. They seem to know so many things about railroad service that aren't so!

They may know the airline business very well but they're a little hazy about the railroad business.

We don't like to mention a competing service in our advertising but now we're rather forced to talk about the airlines in order to inform the airlines (and the public, too) about some of the facts of the *railroad business*.

The airlines compare their fares with railroad fares and come to the conclusion that air travel is cheaper. But they always compare the one way fares. Since airlines make no reductions on round trips for travel in this country, the airline people apparently think the railroads don't, either. As a matter of fact, railroads make substantial reductions for round trip tickets. We figure most people have to get home sometime.

Here are some round trip fare examples:

	AIRLINE FARE	RAILROAD	
		Coach	1st Class
New York- { San Francisco { Los Angeles	\$236.60	\$101.50	\$153.35
Chicago- { San Francisco { Los Angeles	170.90	71.50	99.35
San Francisco-Los Angeles	30.30	11.90	21.90

The airlines, in comparing fares, always add in the cost of a Pullman *lower* berth. A comparison of a seat in a plane and a berth on the train is the same as comparing a chair with a bed. The airlines aren't operating sleeper planes so the services aren't comparable on that point at all.

The airlines don't seem to know about our *Day-lights*, so they don't mention the fact that you can go from San Francisco to Los Angeles and back on these luxurious streamliners, the fastest trains between the two cities, for \$11.90 round trip or \$3.25 less than the one way fare by plane.

And while we're talking about economy of rail travel we'd like to mention that we carry children free (accompanied by adults) when they're under 5 years of age, and at half fare when they are 5 to 11 inclusive. And children get seats for their individual use. Most airlines charge full fare for children except for a babe in arms.

In comparing their service with the railroads', the airlines forget to add in the bus fares to and from the airports (and bus travel time as well). Also they overlook their limited baggage allowances, which increase air travel cost with a normal amount of luggage. These added costs, we think, overbalance the pleasant free meal furnished air travellers when aloft.

We accept the fact that airplanes have one primary advantage—*speed*. But we think trains have a lot of advantages, too, including economy and plenty of room to move around.

CLAUDE E. PETERSON

Vice-President, SYSTEM PASSENGER TRAFFIC
SAN FRANCISCO 5, CALIFORNIA

NOTE: Fares shown are subject to the 15% federal tax which applies to all forms of transportation.

S•P

The friendly Southern Pacific

Southern Pacific, route of the streamlined *Daylights*, *Lark*, *Sunbeams* and *City of San Francisco*, now has finer, faster trains than before the war and is building more streamlined trains for 1947 delivery.



A SPECIAL PREPARATION FOR SHAVING

★
For the 1 man in 7
who shaves daily

★
NO BRUSH

Modern life demands at least 1 man in 7 shave every day—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider protects your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean without scraping or irritating. It's quick and easy to use. Needs no brush—not sticky or greasy.

SEND FOR GUEST-SIZE TUBE

Get Glider at your regular dealer's. Or send us your name and address with ten cents—and we'll mail you a guest-size tube, enough for three full weeks. The J. B. Williams Co., Dept. LG-16, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

Ernest D. Hurlburt
PRESIDENT



PACER by



An authentic, classic styling—right every time . . . everywhere . . . and very smart in all the new fall colors.

\$8.50 \$10 \$12.50

at leading men's stores.

PARAGON HAT CO., CHICAGO 6

WILLIAMS CONTINUED

The fact that Williams hasn't changed very much became apparent in August of this year, when Elmer Valo, right fielder of the Philadelphia Athletics, robbed Ted of three home runs in a single series. Ted responded in the old prewar style by going into a huff. He started loafing on infield grounders and moping in left field. And he began to raise his voice again about the stuff turned out by the sportswriters. He also said he'd like to have enough money to get along without playing ball.

The familiar Ted Williams storm warnings will, of course, subside the moment the Kid is getting his base hits with fair regularity. Meanwhile the suspicion will not down that what he has learned with his war-born maturity is to be aware of the color value of an occasional Williams outburst. When the fans are talking about a player they come to the park to see him. And it is a hoary truth of the public-relations racket that it is better to be knocked than forgotten. When Ted says, "I'm supposed to be a sour guy" instead of the more positive and artless, "I am a sour guy," it is a sign that something is working in his mind. If people will pay money to see him act the sourpuss, he will oblige. But he would prefer holding the public he affects to disdain by hitting .400 and breaking Babe Ruth's record of 60 home runs in a single year.

If Ted ever does hit .400 again or break Babe Ruth's home-run record, the Red Sox front office will pay through the nose for it, not necessarily because Ted is unduly mercenary but simply because he wants the world to know him for a Big Shot in terms it can best understand. For all his big talk, however, Ted is a softie at heart. Once Jim Britt, a Boston sportscaster, came to see hard-guy Williams at training camp. He had a friend, he said, who needed a job with radio, and the friend might just possibly get it if Williams would condescend to make an interview record with the fellow. Ted demurred when he discovered that he would have to drive 30 miles to oblige, but he finally consented. All season long he kept asking Britt, "Did your friend get the job?" Sad to say, the friend didn't, and Ted may never get that \$80,000. However it is a 100-to-1 bet that Ted will come mighty close to being the Babe Ruth of his era, and he will probably do it without surrendering any of the qualities, good and bad, that make him Ted the Kid.



TED STRIKES OUT when Bobby Feller, Cleveland's fireball pitcher, puts a fast one past Williams' "camera" eye. Less able pitchers frequently walk him.



REPLACE IT

WITH ANOTHER

CASCO!

Make your car lighter good as new.

... If it won't light, simply screw a new Casco heating element on to your present lighter knob . . . only \$1.00

... If it is missing, replace it with another Casco "pop-out" unit for . . . \$1.50

Casco makes the famous pop-out lighters found in most cars and now Casco is back with the parts you need to repair or replace your lighter. At auto supply stores, service stations and garages. Casco Products Corporation, Bridgeport 2, Conn.

CASCO

POP-OUT DASHBOARD LIGHTER



IT'S DOWNRIGHT STEALING, BOSS

Sure, I'm mad! My insides are a hideout for a band of thieves. Worms, the curs, are robbing me of my energy and spark, making me feel dull and dragged out.

Let's give the thugs a slug that'll knock 'em right out of this world . . . with Sergeant's SURE SHOT Capsules. They make a dead-end to worms in big dogs like me, just like Sergeant's Puppy Capsules clean out worms in small dogs and puppies.

Come on, Boss, let's get going for the drug or pet store right now. They have the Sergeant's Dog Medicines I need to keep me in the pink.



The new Sergeant's Dog Book will tell you how to detect worms in your dog, how to diagnose other ailments, too. Your favorite drug or pet store has it for you FREE for the asking. Or write Sergeant's, Richmond 26, Va.

Sergeant's

WORM MEDICINES



We nabbed those worms, by gosh—Fritzy

Cushions every step you take

Jarman's **"Million-Aire"**

with the exclusive
patented cushion insole



LEFT: Style 2116.
New, smartly detailed
straight tip brogue.

CENTER: Style 2115.
Authentic "Moc-Son"
with hand-sewn seam.

RIGHT: Style 2109.
Classic straight tip in
mellow calfskin.

Every step you take in Jarman "Million-Aires" means a step of pleasure for you—thanks to Jarman's patented cushion insole of resilient rubber and featherweight cork. Extending from heel to toe, this buoyant, shock-absorbing cushion becomes, virtually, a mossy mat under foot... giving you easy, restful, day-long comfort. Coupled with Jarman's authentic, top-bracket styling and famous *friendliness of fit*, the exclusive protection of the "Million-Aire," once tried, makes "Million-Aires" the shoes you'll always demand. For proof, try a "Million-Aire" at your Jarman dealer's today.



Jarman
SHOES FOR MEN

JARMAN SHOE COMPANY • DIV. OF GENERAL SHOE CORP. • NASHVILLE, TENN.

AT THE SIGN OF THE GOLDEN SHOE HORN
YOU DISCOVER JARMAN'S "FRIENDLINESS OF FIT"

Symbol of "friendliness of fit," this distinctive shoe horn can be purchased from your Jarman dealer. Ten inches in length, finished in gleaming 24-karat gold, with plastic handle and golden cord.

DELICIOUS FLORIDA GRAPEFRUIT JUICE

100% Refresher!



With its wealth of vitamin C, it gives you a *Helping Hand*
in feeling 100%, in looking 100%, in being 100%

● Here's news about canned grapefruit juice that's 100% GOOD news! Not only has Florida found the way to put up juice 100% delicious, but now in Florida Grapefruit Juice you'll enjoy a drink 100% refreshing.

It's a drink that gives a helping hand in restoring vigor from head to foot . . . because it fights fatigue. For in the Juice that's offered you today, there's an abundance of the vitamin C you need daily to help keep you 100% fit.

For quick and long-lasting refreshment—for a helping hand in fighting fatigue, infections and colds—make

Florida Canned Grapefruit Juice your family's daily stand-by. It saves time and trouble and money. It fortifies you with vitamin C the delicious, NATURAL way. Try it regularly—and see. It's the 100% REFRESHER!

Try **ALL** these delicious
Florida Juices and Fruits

- Orange-Grapefruit Blended Juice
- Florida Orange Juice ● Florida Grapefruit Sections



100% DELICIOUS!

100% HEALTHFUL!

100% CONVENIENT!

100% ECONOMICAL!

● FLORIDA CITRUS COMMISSION • Lakeland, Florida



Canned
FLORIDA GRAPEFRUIT JUICE



A TUNGCHOW FISHERMAN SETS OUT WITH A LOAD OF FISH-CATCHING CORMORANTS TRAINED TO ROOST ON THE BOAT UNTIL THEY ARE THROWN OVERBOARD

CORMORANT FISHING

Chinese birds act as fishermen
in canal and river near Peiping

A cormorant is a diving bird which lives by catching fish and for more than 2,000 years the cormorants of China have been acting as fishermen for the Chinese people. At Tungchow near Peiping a local syndicate today employs 18 industrious cormorants to do its fishing.

The birds are taken out to the neighboring canal and river. Grass nooses are tied around their necks loose enough to allow the birds to breathe but tight enough to prevent them from swallow-

ing. The birds dive into the water, grab fish with their long beaks and come to the surface where they are scooped up and deprived of their catch. Then they are tossed back again. On a good day the 18 cormorants deliver 250 pounds of fish. Inasmuch as they work only when hungry, they are kept in a constant state of semistarvation. But to give them incentive, the nooses are taken off their necks for a short while each day and the cormorants are allowed to swallow the fish they catch.

Wake Up Fresh



...on a **Sealy** MATTRESS

SEALY Inner-
spring Mattress
for ultimate
sleeping comfort.



SEALY Airwoven Tuftless
Mattress - ease of use
guaranteed.

DON'T YOU FEEL great when you wake up fresh from a good night's rest! Sleep is so important... for health, for beauty, for zestful living. For your bed, choose either a SEALY Innerspring mattress or a SEALY Airwoven Tuftless mattress; but be sure to get a SEALY mattress.

Sealy MATTRESSES

SEALY INC., 666 LAKE SHORE DRIVE, CHICAGO 11, ILLINOIS

Cormorant Fishing CONTINUED



GRASS NOOSE is knotted around the cormorant's neck. Noose is just loose enough to permit comfortable breathing but it will not admit smallest fish.



FISHING STARTS in narrow end of Tungchow's canal. Boatman throws birds overboard. They immediately fan out and begin diving in weeds for fish.



BOATMAN NETS CORMORANT which has caught a fish. If this is not done immediately, the bird will choke to death rather than relinquish its fish.

CONTINUED ON PAGE 128



GOWN BY HANSEL BENDEL

RINGS BY WOOD
1850-1946

*Beloved by brides
for
almost a century*

"O fortunate, O happy day..." and twice blessed the bride

who wears an "Art-Carved" Ring by Wood,

oldest and largest ring-makers and importers of fine diamonds.

Wood diamond buyers roam foreign markets

for stones of unvarying brilliance and clarity.

The Wood name has been honored by brides

for nearly a hundred years.

Be sure your ring bears the proud mark, "Art-Carved."

Art-carved Rings
by
WOOD

LOOK FOR *Art-carved* WITHIN THE RING

FREE: Gift lists, advice on trousseau and ring selection, hints to make your wedding run smoothly—write for "The Bride's Silent Secretary" J. R. Wood & Sons, Inc., Dept. L-7, 216 East 45th St., New York 17, N.Y.

DIAMOND RINGS FROM \$75 TO \$5,000 • WEDDING RINGS FROM \$9 • *Trade Mark Reg.



WILD HORSE RACE—One of the feature events of the famous Pendleton Round-up. This reproduction is from the Pendleton collection of a notable series of paintings by E. B. Quigley, prominent Western artist.



OUT OF THE FAR WEST

Come America's Finest Wool Shirts

☆ Wild horses couldn't make a Pendleton Shirt Man change his brand. Because anyone who has ever worn a Pendleton knows that in no other shirt can he find such staunch, rugged wear. Pendletons are loomed in the West of all virgin wool — new and vigorous. And Pendleton shirts are superbly tailored to give the outdoor man the comfort and complete freedom of action that he wants.

Shirts by *Pendleton*

PENDLETON WOOLEN MILLS — PORTLAND 4, OREGON

Cormorant Fishing CONTINUED



LOADED TO THE BEAK with several fish, a glassy-eyed cormorant tries vainly to gulp them down while waiting for boatman to relieve it of its catch.



FISH IS EJECTED by grasping cormorant firmly around neck and squeezing. Birds are between 12 and 15 years old, cost \$12 apiece in American money.

EVERSHARP SCHICK INJECTOR

WINS IN "WINDY CITY"!

Beats All Other Razors in SHAVATHON Contest Coast-to-Coast
...in New York, Boston, Washington, Chicago, San Francisco!



50% FASTER—100% SAFER—200% SMOOTHER!

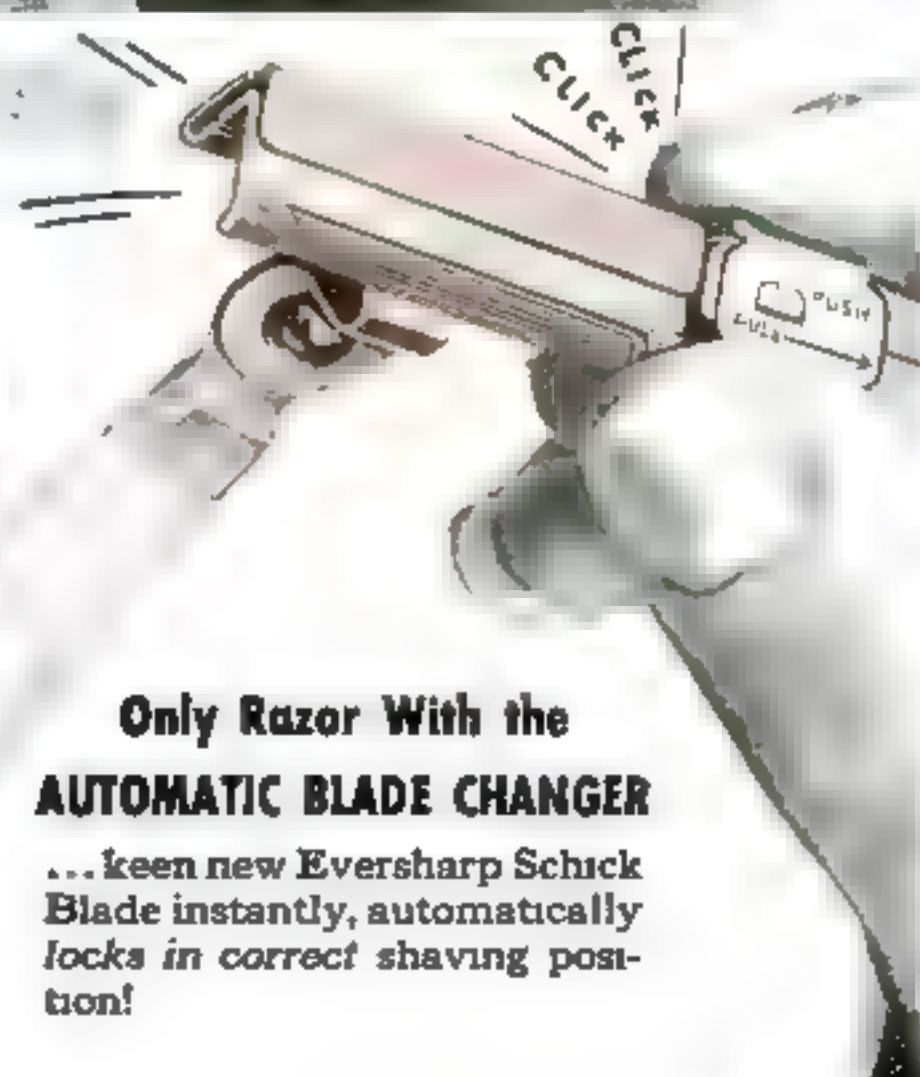
- Automatic repeater changes blades instantly... Just pull... push...
- No unwrapping... Nothing to assemble... fingers never touch blades.
- Blade automatically locks in correct shaving position.
- Patented guard bar holds each hair erect, cuts with maximum closeness.
- Makes close, no-nick shaving under nose and lips easy.
- Double-thick blades last three times as long.
- Cleans instantly—just rinse under faucet, shake, put away.
- Extra Eversharp Schick 20-Blade Injector—75¢.

MOWS 'EM DOWN—Scene at Chicago "Shavathon" contest. The winner, using an Eversharp Schick Injector Razor—V. A. Brent—wins in 1:02 minutes! Fastest competing razor—2:09 minutes.

The razor demanded by 7 out of every 10 men in service!

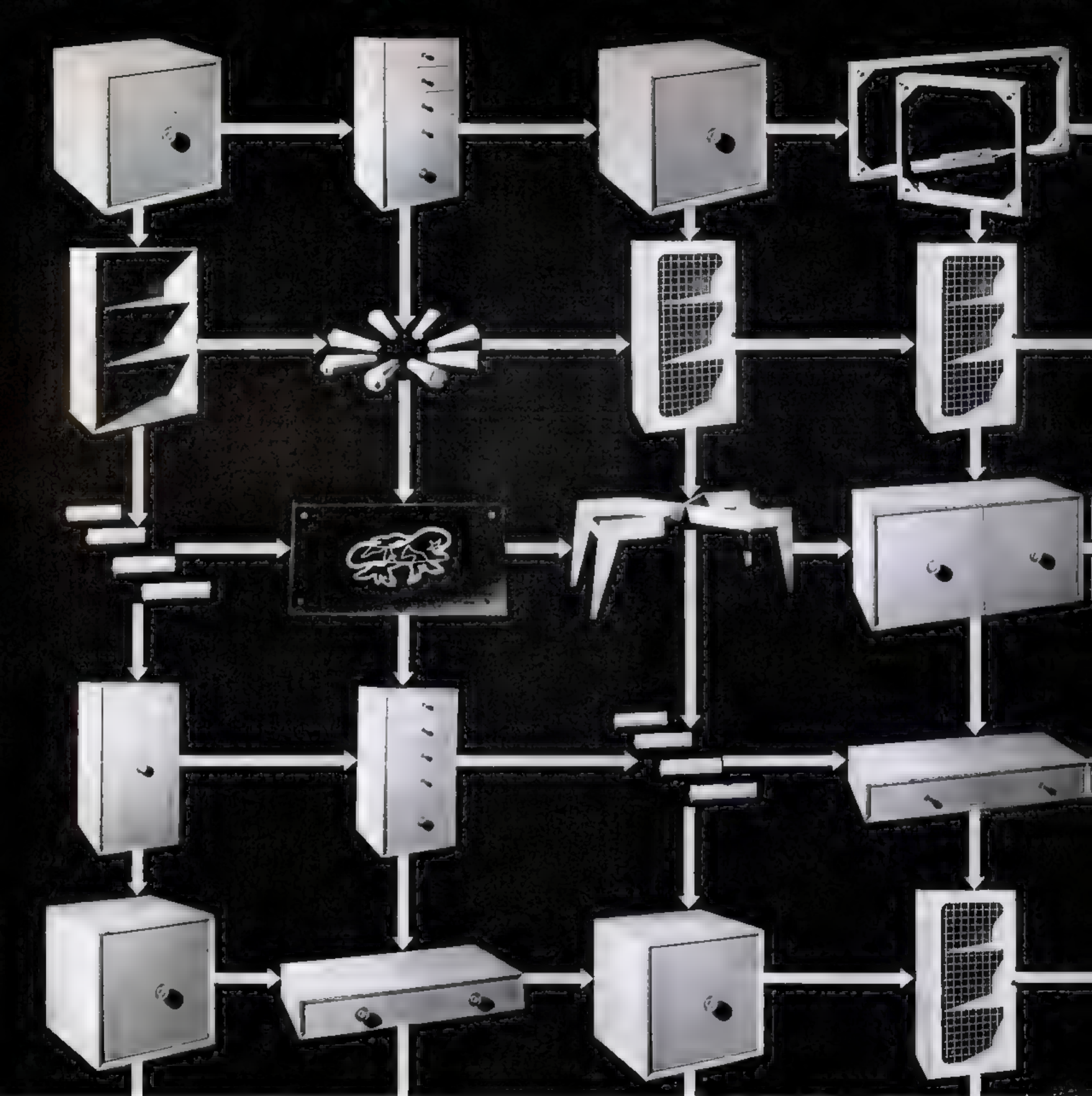
A mighty tribute to the smoother, slicker shaves it offers! Get your Eversharp Schick Injector Razor today!

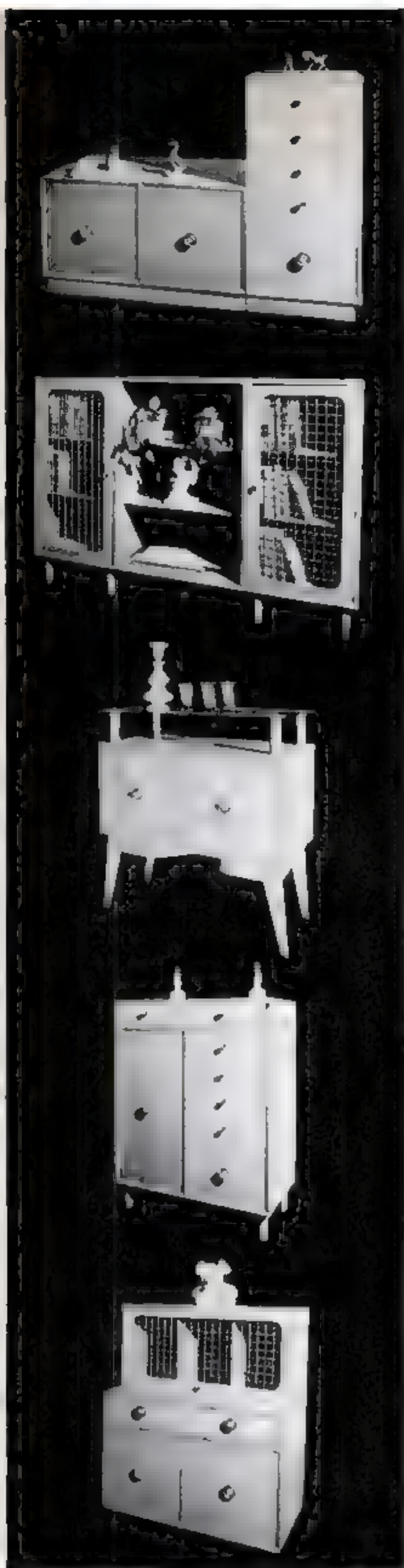
EVERSHARP
SCHICK INJECTOR
RAZOR



**Only Razor With the
AUTOMATIC BLADE CHANGER**
...keen new Eversharp Schick Blade instantly, automatically locks in correct shaving position!

© 1946, Eversharp, Inc.





ARCHITECT MORRIS SANDERS WORKED WITH SCALE MODELS FOR NINE YEARS TO PERFECT MODULE ASSEMBLIES

TAILOR-MADE FURNITURE

Interchangeable units are put together in many combinations to make many kinds and sizes of completed pieces

The pictures on the opposite page demonstrate a new kind of furniture arithmetic using a new kind of furniture called Module. Module consists of a number of interchangeable basic units—five bases, five cases, plus drawers, doors, shelves, legs, spacers—so designed that they can be put together in almost innumerable combinations. Reading across top row of the page, the units add up into the completed pieces shown in column at left above. Reading down, units add up into the pieces at bottom of page. The units can be placed lengthwise or sideways, fitted with shelves and drawers, ornamented with decorative glass tops.

The word module means a unit or standard of measurement. Module furni-

ture is all built in multiples of six inches, each unit being 6, 12, 18, etc. inches high, long, wide or deep. Two inches from each corner is a hole into which fit finely machined bolts that hold the units firmly together and make assembly a simple job. Designed by Morris Sanders, New York architect and designer, and made by Mengel Co. of Louisville, Ky., Module furniture is not low priced. The completed pieces at bottom of opposite page cost (left to right) \$146, \$154, \$124, \$159. But they are very easily interchangeable and can be ingeniously varied to fit rooms and homes of different sizes and shapes. For Americans, who move around a lot, Module can be not only efficient but also economical.



Nunn-Bush

Ankle Fashioned Oxfords

So you want *Really Fine* Shoes?

Earnest effort to build the world's finest shoes for men enables Nunn-Bush to build shoes that *are* impressively fine. You owe it to yourself to learn what the Nunn-Bush development called Ankle-Fashioning will do for you in terms of greater comfort and added miles of smartness. You'll discover that Nunn-Bush shoes seem to *live* on your feet — and that your feet enjoy living in them.

See Your Local Nunn-Bush Merchant

NUNN-BUSH SHOE COMPANY Manufacturers • MILWAUKEE 1, WIS.



Tailor-made Furniture CONTINUED



BASIC PARTS of Module construction are cases, bases, drawers, doors, separators, shelves and legs shown above. Decorative accessories are not shown.



A COIN is the only tool necessary to assemble or take down Module units. Bolts are two inches from corners of units. Plastic plugs fill vacant bolt holes.

CONTINUED ON PAGE 131

Deluxe Camping in the Deep, Cool Woods— by Men who Plan beyond Tomorrow

FAR AWAY, and deep in the bush, where the catch is heavy and the bag is full, Tomorrow's sportsmen will camp in luxury. A wood fire under the 30 pound power unit produces steam in the flash boiler...in turn this runs the turbogenerator which provides electricity for lighting and cooking, as well as charging batteries to run the boat's electric motor. Machines and equipment, developed in lightweight, compact form for war, will be adapted for sport by Men who Plan beyond Tomorrow.



DEEP IN THE BUSH, or in your own living room, this luxury imported whisky is a perfect ending to the day. Very light, *very clean-tasting*—like the air itself in camp—Seagram's V.O. Canadian is the choice of men who know the good things of nature. Taste it tonight!

This Whisky is 6 Years Old -86.8 Proof. Seagram-Distillers Corp., N.Y.

Seagram's V.O. CANADIAN

CANADIAN WHISKY—A BLEND....OF RARE SELECTED WHISKIES



BAR-H

Top brand in any roundup of genuine Western styles. Hickok brings you the "best of the West" in these Bar-H Belts, Braces, Jewelry and Wallets—crafted of saddle leather, and custom tooled in Western designs.

Sterling hoop tie bar—\$3.50. Hand tooled sterling de belt, sterling buckle, snap and tip—\$12.50. Tooled saddle leather belt with horseshoe buckle—\$3.50. Others \$1.50 to \$2.00. Tooled leather brace, horseshoe buckle—\$1.50. Tooled saddle leather wallet—\$7.50. Sterling bronco tie bar—\$5.

HICKOK

Quality Style Leadership

BELTS • BRACES • JEWELRY • WALLET • GARTERS





SCALE MODELS are used by store to show customers combinations possible. Module is now sold in New York, will soon be on sale all over the U.S.



BIG MODULE COMBINATIONS are easy to make. Fanciful decorative effect is obtained by using brass spacer rods. Whole piece would cost about \$215.



Rather face an angry wife than shave?

DO YOU dread shaving? Does your face sting all over after each shave? If so, then you have that combination so common among virile he-

men—wiry whiskers and tender skin. And that can sentence you to years of torture—unless you find out soon that...



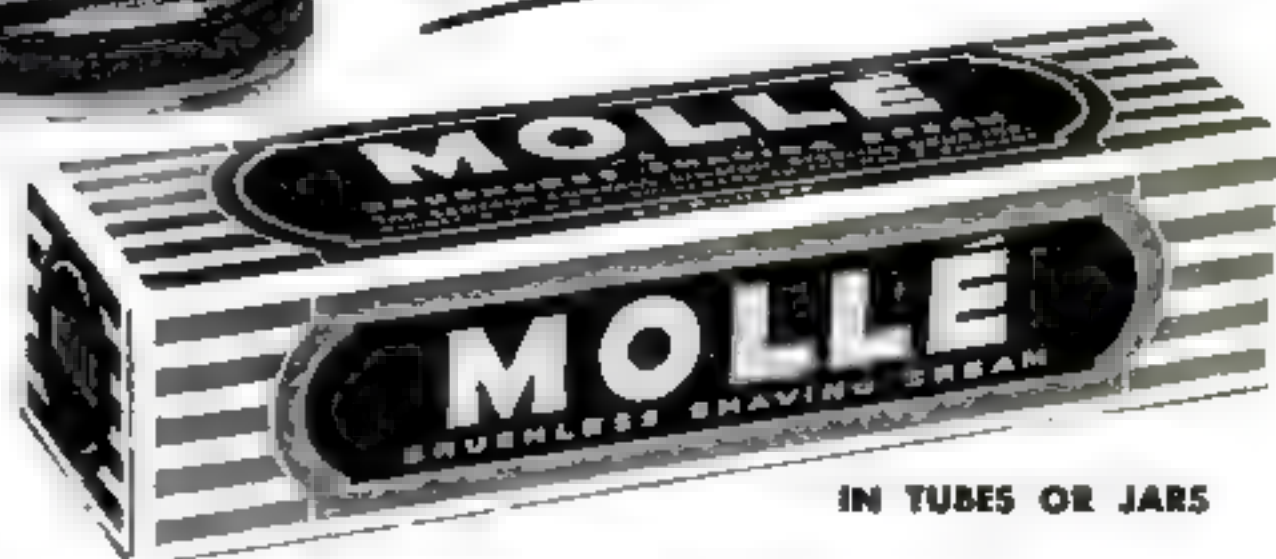
You need a heavier cream to shave a tender skin!

MOLLÉ is a heavier cream... a brushless cream that's more than a match for the toughest beard, and completely overwhelms a lighter beard. Because Mollé is heavier, it not only softens your whiskers, it

holds 'em up straight—so your razor can do a slick, quick job. You shave faster, you shave closer, you shave easier, and you shave *painlessly* when you use Mollé. Try it. Pronounced "Mo-lay."



It's Heavier!



IN TUBES OR JARS





AROUND A GARDENIA-CLOTTED POOL GUESTS LOUNGE AND SIP. IN FOREGROUND ARE FRANCHOT TONE AND WIFE (RIGHT). IN BACKGROUND ARE MOSTLY BANANA TREES

Life Goes to a Hollywood South Seas Party

Movie stars enjoy a tropical dreamworld as they help a beautiful film executive celebrate her birthday

When guests arrived for Anita Colby's 32nd birthday party they walked into the favorite dreamworld of most civilized citizens, the South Seas. The party was given by a Hollywood character who calls himself Don Beach-Comber, at his one-acre plantation at Encino, near Hollywood. The guests lolled in sarongs and pareus (above) around a pool bordered by banana trees, palm trees, hibiscus and night-blooming jasmine. They sat cross-legged on the ground (opposite page) to eat suckling pig, salmon stuffed with coconut, baked bananas, papaya. They ate with their hands, drank out of hollowed pineapples and, to show their

pleasure with the food, they kissed the ear of a pig, as polite Samoans always do.

The host, whose real name is Don Richard Beaumont-Gantt, runs a Hollywood restaurant called The Beachcomber. On his single acre he has jammed as much South Seas scenery as he possibly could, enthusiastically mixing in a good deal of atmosphere from other parts of the Pacific. His party for Anita Colby, the former model who is now one of the movie industry's youngest, ablest and best-looking executives, was given two weeks after her birthday, but in the languorous South Seas atmosphere of the party this seemed time enough.



THE HOST (left) gives leis to guests. Lila Leeds came in native clothing and fur jacket, escorted by Stephen Crane



GUEST OF HONOR, Anita Colby, is given a welcoming buss by the host as he places a lei around her neck



ENTERTAINERS are guests. Mike Romanoff does impromptu hula. Watching (right) is Mrs. Reginald Gardiner.



"Ho, Hum...
such a busy day"

He's had so many chores... toes to inspect, Doggie to pet, gurgles for Mom. Now he's headed for Slumberland in his cozy Hanes Merrichild Sleeper.

Its fluffy, knit cotton will keep him warm—protected from neck to toe against exposure. Smooth, flat-locked seams won't irritate

and awaken him. Double-soled for scuffing feet. Lovely pink or blue pastel tints. Fashioned by the makers of Hanes Underwear for men and boys—with the same fine values. Shop for your children's sleep at your leading store. P. H. Hanes Knitting Co., Winston-Salem 1, North Carolina.

- A Two-piece suit. Ages 0 to 4. With extra pants, this three-piece combination gives more sleeper changes for the child with less laundry for mothers.
- B One-piece button-back suit. Ages 0 to 3.
- C One-piece button-front suit. Ages 4 to 8.

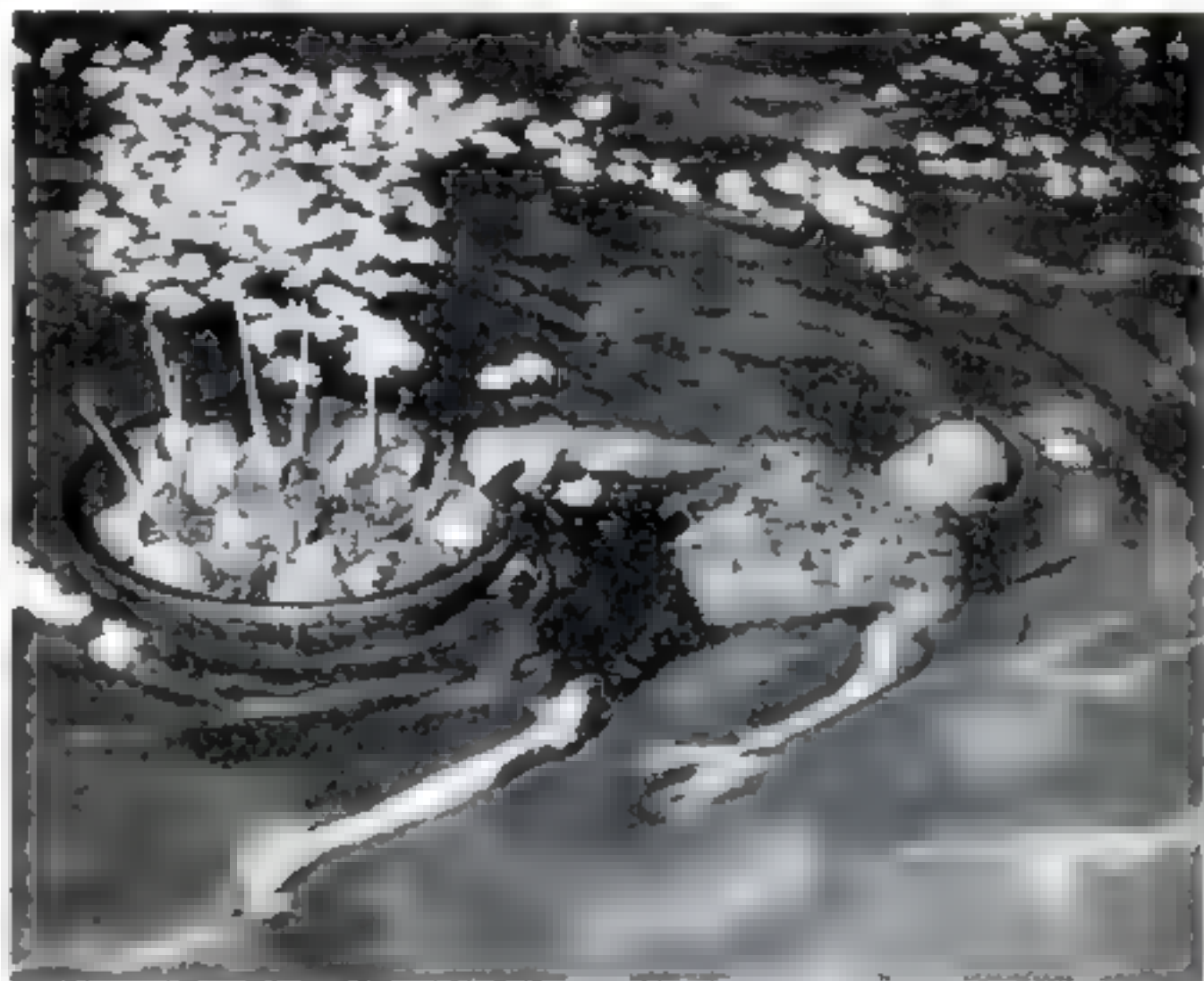


HANES Merrichild Sleepers

Birthday Party CONTINUED



KISSING THE PIG'S EAR, honor guest Anita Colby shows appreciation for cooks. Miss Colby, who works for David O. Selznick, is known as "The Face."



BIRTHDAY CAKE is bowl containing pineapple, papaya, candles. Darrel Brady towed bowl around pool so other guests could take fruit as it floated by.



JOHNNY WEISSMULLER, perfectly at home in a pseudo-Tarzan costume, enjoys a cool drink served in a coconut shell. The pretty blonde is Eileen Gates.



REGINALD GARDINER and Alma Ross try out their own jungle rhythms on authentic Tahitian drums. Miss Ross wears the traditional hula costume.



CROSBY AND VALLEE sit cross-legged at feast which was spread out on a "table" of palm and papaya leaves. Crosby appears hungry, Vallee disenchanted.



CLIMBING TO A TREE HUT, Actor Frank Albertson helps his wife up a primitive ladder. Hut is a replica of New Guinea abode, is built in old oak tree.



"I don't have to wish on the new moon since you're rid of '5 o'clock Shadow.' What are you wishing for?"

ON THE LEVEL ... IT'S THE BEVEL

- 1 The Skin-Level Bevel automatically selects your one best shaving angle. The rigidly locked blade simply has to meet your beard just right.
- 2 Under such ideal conditions, you naturally use the master-barber's long, sure strokes that glide whiskers away, leaving you really clean-shaven.
- 3 Such a shave is obviously more comfortable; lasts much longer. It's that simple with a Gem Micromatic Razor.



TWIST—GEM OPENS!
TWIST IT CLOSES!

GEM "FEERLESS"—
Gold plated razor in
richly lined case with 5
Gem Blades . . . \$1.25
Price adjusted in Canada.



AVOID '5 O'CLOCK SHADOW' WITH
GEM RAZORS
and
BLADES

False Teeth Wearers

You can't "Brush-Off"

Denture Breath



Soak plates in Polident to keep them odor-free, hygienically clean!



DENTURE BREATH is a serious social problem. It may make your close presence distasteful to friends or family, and give you away to others who would never guess you wear false teeth. You can't "brush off" DENTURE BREATH!

Brushing dental plates with tooth pastes, powders or soap may scratch delicate plate material, 60 times softer than natural teeth. Food particles and film collect in these unseen scratches—causing offensive DENTURE BREATH!

With Polident there's no brushing, no fear of DENTURE BREATH. Daily soaking keeps dentures sparkling clean, odor-free. Polident is recommended by more dentists than any other denture cleanser. Costs less than 1¢ a day to use. 30¢ and 60¢ at all drug stores.

Use POLIDENT Daily

TO KEEP PLATES AND BRIDGES CLEAN... AND ODOR-FREE!

LOOSE PLATES?

Amazing NEW CREAM Holds Even Loosers Tight All Day

The makers of Polident have developed a new cream for holding false teeth tight. Its gripping power is so sensational that they guarantee you double your money back if it doesn't hold your plates tighter, longer than anything you ever tried before. If you have used old-fashioned holding

powders and found that you had to apply them three or four times a day, didn't like their taste or messiness, then new Poli-Grip is for you.

Pleasant to use, dainty and economical. With Poli-Grip you can laugh, sing, eat what you want without fear of embarrassment.

Remember Poli-Grip holds plates tight, no matter how they fit.

35¢ and 60¢ tubes at all drug stores.



GUARANTEED BY POLIDENT

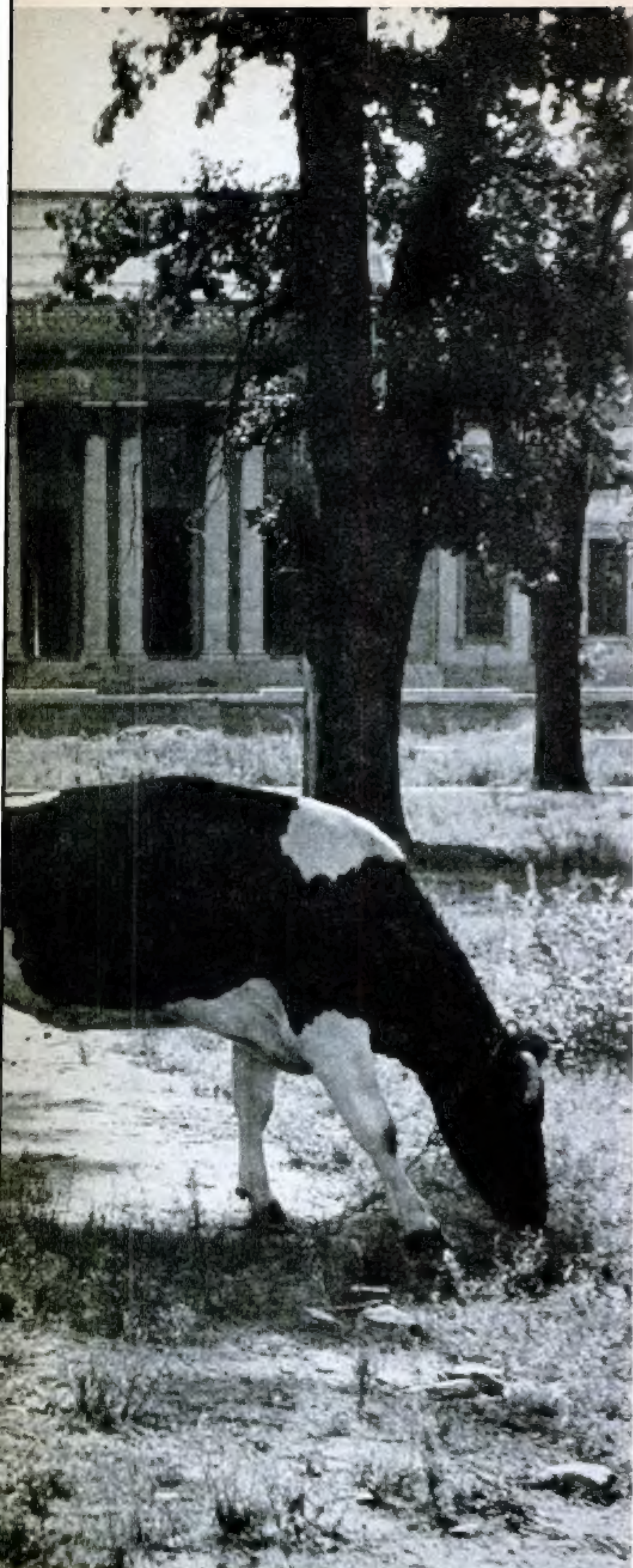
MISCELLANY



IN HITLER'S GARDEN BEHIND THE DEVASTATED REICHS CHANCELLERY,

COWS IN HITLER'S GARDEN

The Russian commander's cattle find pasture in the late Führer's garden in center of Berlin



RED ARMY COWS GRAZE ON SPARSE GRASS AND THE STRAGGLING WEEDS

The cows above are munching the grass in the garden behind the New Reichs Chancellery in Berlin where Adolf Hitler used to stroll. Its trees and flowers beaten down by bombs, Hitler's private garden lay barren until a few months ago when Major General Aleksander Georgevich Kotikov, Russian commander of Berlin, needed a place to pasture his three cows. Now the cows are driven every morning from stalls in the commander's cellar, up the Wilhelmstrasse to the garden. When they tire of Hitler's sparse pasture they wander through the ruined walls into the neighboring gardens of the other Nazi leaders.

CONTINUED ON NEXT PAGE



LEARN TO Live Again...

You'll take a new lease on life . . . after Saraka puts your sluggish intestinal muscles to work!

Be determined this time. Say to yourself, "I won't suffer any longer from constipation's nagging worries."

Saraka has made that statement come true for thousands of people. Why not for you?

You see, Saraka is the modern laxative. It is a *balanced combination* of two pure vegetable ingredients. Each works in its own way to help you to greater regularity.

Puts Sluggish Muscles To Work

The first absorbs water and forms the kind of soft, smooth BULK your system needs and often lacks.

Why BULK? It puts sluggish intestinal muscles to work . . . gives them something to take hold of and helps the "kneading" action, so necessary to healthful elimination.

Bulk Plus Motility Does It

Then the other vegetable ingredient encourages intestinal muscles to keep waste products *in motion*. Thus, Saraka gives you BULK *plus* MOTILITY . . . the ideal laxative combination.

No Purging

With Saraka, results are so nearly natural that most people have no sensation of ever having taken a laxative.

There's no purging action. No violent irritation that whips intestinal muscles into frantic activity. No after-effect that leaves you weakened, tired and listless.

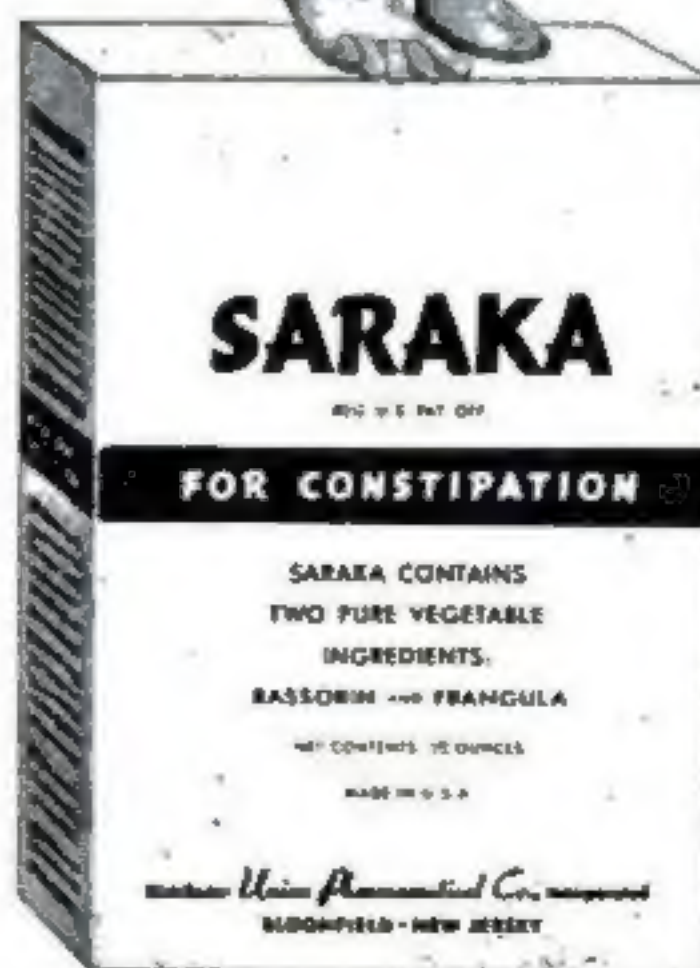
Instead, Saraka provides mild, thorough laxation that helps your intestinal muscles get into the healthy habit of doing their own work.

Ask Your Doctor

We're confident your doctor will say you may take Saraka daily, if necessary. And it's pleasant to take . . . pleasant after taking.

Buy Saraka today at any drug counter, and join the thousands who now have learned to live again.

If you'd like a sample, mail coupon for generous free trial package. Caution: use only as directed.



SARAKA, Department 503, Bloomfield, N. J.
Without obligation on my part please send free, trial-size package of SARAKA.

Name

Address

City State

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*"I can picture a lot of comfort
in those REIS Scandals"*

There's more to Reiss Scandals than meets the casual eye! Important details of construction that mean better fit, extra comfort and more all 'round satisfaction. For instance, consider the Reiss dart-stitched pouch that provides mild, athletic support. The special way it's shaped and put together is exclusive with Reiss Scandals. It is a *patented* feature you find in no other brief-type shorts.

So be sure to ask for Reiss Scandals—the modern underwear for manly men. Compare the high-quality and extra features of Scandals with any other shorts you've ever worn. Prove for yourself that Reiss Scandals really *fit* better, *feel* better, *look* better.



MATCHING SHIRT (A) is especially shaped at bottom (B) to follow legline of Scandals. "HI-WAIST" construction of Scandals (C) gives better fit. Elastic waistband. Full cut seat (B) for full coverage. No seams to sit on.

**THEY'RE CUT TO FIT...
TO FIGHT FATIGUE***



ROBERT REISS & COMPANY • 2 PARK AVENUE • NEW YORK 16, N. Y.

COWS CONTINUED



UP THE WILHELMSTRASSE the cows go toward their pasture. Building at left is former propaganda ministry; at right, the battered president's palace.



THROUGH PRESIDENT'S PALACE GATES the cows pass the charred remains of scout cars abandoned since Battle of Berlin. Palace is empty shell.



HITLER'S PERSONAL AIR-RAID SHELTER, a curious, hut-shaped affair, stands in garden. Remains of Old Reichs Chancellery are in background.



Copr. 1945, Schenley Distillers Corp.

Yes, Sir! Mellow as a Sunny Morning!

Look for the *extra* pleasure...bright morning flavor...in Schenley Reserve. It's *there*...result of pre-war quality whiskeys, outstanding blending skill. Taste *why* it's America's most popular whiskey! Blended Whiskey 86 proof.
65% grain neutral spirits. Schenley Distillers Corp., N. Y. C.

SCHENLEY
RESERVE

PRE-WAR
QUALITY

QUALITY OF PRODUCT
IS ESSENTIAL TO
CONTINUING SUCCESS

L.S./M.F.T.

L.S./M.F.T.

***Yes! LUCKY STRIKE
Means Fine Tobacco...***

**So smoke that smoke
of Fine Tobacco - LUCKY STRIKE**

